

HOW TO COME OUT OF NOWHERE WITH CANON WING

The 5S's To Create Logos That Don't Suck The Life Out Of Your Brand *Transcript*

I hopped over the Brooklyn Bridge, which is right behind me. It's Dumbo so you can have the Manhattan skyline behind you as we talk about the five S's of not sucking the life right out of your brand, like sucking me through a tunnel right from Manhattan to Brooklyn. And out of Manhattan.

So, what are the five S's of not sucking? Number one keep it simple. Right? You know, clarity out performs cleverness every time. So, keep it simple. That should be your main objective. Number two garner a second look. Make them lean in with your logo. Make them say "mm, that looks interesting, that looks like me." Number three, be a soloist, don't be a copycat. Research all of your competitors and don't do what they're doing. Do something that's unique to call your ideal individuals away from them and into your brand. And number four employ the magic and mastery of symmetry, which is in every living thing and great artist like Leonardo da Vinci employed it in all of their art. And we all see it as art or beauty. So, we will go into that in a moment. And number five, story. Make sure that your logo continues your brand story that you started with the name continued with the tagline, and now you're continuing with the logo. Hint: You're going to continue it with every one of the 10 branding landmarks. So, story is a big one.

Let's dive deep into the first s of not sucking which is keeping it simple. Remember clarity out performs cleverness every time. So how can you keep it simple? You could keep in one color much like Apple does or U.P.S. or Nickelodeon. Which color best represents the energy the feeling inside of your brand? And in the worksheets below will have a color spectrum for you dissecting each of the colors and their meanings and you can apply that to your brand so that you can really be simple and clear and effective. We all have a common language when it comes to color, at least within our culture, if you're going

international you absolutely want to make sure that if you're going to enter into another culture with your brand that it doesn't have a different meaning in that culture. You want to do that in every branding landmark. Check that your message is multicultural because this is a big world and we're all sharing it together.

Another way you can be simple is reduce the energy or emotion or promise of your brand to its most simplest format. Like Nike. They have motion with the swoosh. Amazon has a smile that goes from A to Z. They have everything under the sun they can make you smile for A-to-Z. So, keep it simple. You don't want to have too many details. You don't want to have too many colors. If you do make that a choice like Google does, right they have the spectrum of color...just really fun and playful, if that's your brand go for it. If it's not, you don't need a spectrum of colors. You could use one or two. You could even have a black and white logo to keep it very simple. If you look at some of the biggest brand names they only use one to two colors. So, make sure that you keep it simple.

And number two of the four S's, let's turn around here it's getting a little bit louder in New York City. Now you can see the Manhattan Bridge behind me. I was at the Brooklyn Bridge before. Number two is get a second look. Make them look baby. So how do you do that? You can have a hidden, symbolic meaning inside of your logo. So, Fed-X has a hidden X. I mean a hidden arrow. I won't even tell you. Go ahead and check it out and you'll find a hidden arrow that's subliminal. That makes them look again. There's also a measuring spoon in it too. And you could have a double entendre. Perhaps your logo means one thing but when you look at a little bit longer you find another meaning in it. People look twice and think, "oh that's cool. Now I know I really am feeling you."

Alright so this might seem counterintuitive to what I just said which is simple, but remember you want to know all the tricks so that you can make the magic and sometimes you got to break a rule or two to make the magic. Number three is be a soloist. Look at your competition. What are they doing and don't do that. Right? You'd don't want to look like absolutely everybody else. So, you know Starbucks, as I mentioned did a great job of this. They chose green as their logo color and they made a very complex logo that is very counterintuitive to what coffee. It is like a Greek GODDESS. You know it looks like she's floating under water. It's not that simple. It's actually a little bit complex compared to the competition. However, it comes out as a true soloist so that's the magic of it. You can break one of the rules if you really hit a bull's eye with one of the other rules of not sucking, right. So, we had simple. We had get a second look. We had be a soloist. And number four is symmetry.

So, there is a sacred geometry on earth and everything is inside of this equation. The Vivinaci code or the seed of life. But basically, even if you're not consciously aware of that know that everyone is on some level aware of that and I'll prove it to you right now in a simple way.

We all see symmetry as beauty and as healthy. So, when we are looking at a potential mate, male or female we are looking at the symmetry of their features because it tells us through our biological evolution that, that person will reproduce a healthy baby or have a better chance of reproducing a healthy baby with us. So unconsciously or subconsciously. I just heard John Stevenson speak and said there's nothing sub consciousness, nothing below. Even your unconscious is sometimes driving you. So, I'm going to change my vocabulary right now and learn from Sean thanks Sean. That your unconscious is aware of that or is drawn to symmetry because it knows on a deep level that that means health and vibrancy and the ability to procreate and survive and replicate. Wow. Now that is very powerful inside of a logo. You want people to wear on their bodies, on their hats, on their shirts, on their you know wherever they're going to buy it like a book or a pen. This is something that they're going to carry

around with them and make it a part of their identity and they're going to definitely be more attracted to something that evokes a sense of symmetry of health, of beauty, of ability to survive and replicate. And you know immortalities. So, don't skip out on symmetry. When you are creating your logos, make sure that there is a mathematical symmetry to every element inside the design. That's a big one.

Number five, the fifth S of not sucking. Hopefully the sound isn't sucking right now. New York City baby. So, the fifth S is definitely story. Every one of your branding landmarks is an element to extend your brand stories. So, it started with the name and extended with the tagline now we're at the logo. Is the logo congruent with the emotional promise inside the name, inside the tagline? Are you giving the same exact emotional experience every time? Because we're counting on you to do that. We're counting on you to provide a community where our expectations are met. That's why we invest. So, you don't want your logo to be sort of like what? Or a second thought or just to sort of not even think about it too much. Remember how powerful the flag is. Our emblems are things that we live and die for. That we fight to protect. They really become the symbol of the values and ethics, and the greater future inside your brand. So, for the 5 S's of not sucking: keep it simple, get them to take a second look, be a soloist, don't be like everyone else, employ the magic and mastery of symmetry, and always tell a compelling story.

I'm walking by the carousel Dumbo park and I'm inspired to share one more mindset with you about your logo when you're creating it. Boasting about how much logos have changed since I was a kid. And it's really not that much. All five S's still apply since when I was a child till now. And one has gotten even deeper, which is story. Now you see that logos, they used to be exactly identical everywhere they were. Whether they were on a shirt, they were on a book, they were anywhere. However now they're adapted to tell a story and the story can reflect current events. Like right now it's gay pride in New York City so there's lots of logos that are sporting their rainbows. The Empire State Building is lit up in a rainbow as well to reflect the emblem of gay pride which is the rainbow flag. So, your logo, when done right, when very simple and clear, can be adapted to tell stories of current events or new technologies or new advances. So, I just want to leave you with the mindset. That your logo is a tool to reflect the times and can evolve in a little way with a story that's clear. A story that's clear can go on forever and ever. How many Star Wars are there right now? How many will there be? How many fan frictions are there of that story right?

That's a clear Hero's Journey story. You want that for your brand as well and definitely employed in your logo. So, the mindset. So, I'm walking by this carousel in Dumbo park and I'm inspired to leave you with that mindset about your logo. I was thinking about how much logos have evolved since I was a kid and it's not much. The one element however that has really grown is story. Logos used to look the exact same way everywhere you saw them. However now logos are being adapted to tell a story about current events, changing cultural phenomenon I guess, or society evolving, timely things they pay tribute sometimes to.

leader inside the brands community. Right now, it's gay pride in New York City and a lot of brands are supporting the rainbow color and the Empire State Building itself is lit up like a rainbow every night. To honor the flag. That is the emblem of gay pride which is the rainbow flag. So, when you are creating your story keep it very simple. When you're creating your logo keep it very simple. So, simple that it can be adapted and reflect current events and celebrate holidays or leaders or events inside your brand.

And still be easily recognized by anyone. So just wanted to leave you with that mindset for your creativity when you're thinking about you know which of the final logos that you've created you're going

to select. Ask how adaptable is that story, and see it revolving into a greater future. Look at the timing of that. Come on New York. I love too. Thank you, baby.