

Title: Packaging Design Logo Maker

Brief: This article should explain the best way to create a logo for the chosen industry. It should cover the top colors, symbols and font trends used in each logo and give popular/famous examples of brands in that industry (this may be challenging for some of the more niche industries, so for those industries, go with the most popular brand or common trends you can find). We want the reader/new business owner to feel inspired, more confident and have a better understanding of logo design for their industry.

Word Count: ~ 400-750

Questions to Answer in this Article

- How do you design a logo for this [insert industry]?
- What shapes are commonly used for this [insert industry] logo?
- What colors are used in [insert industry] logos?
- What are some popular symbols/icons used in [insert industry] logos?
- What are the most common fonts used in [insert industry] logos?
- What are some of the top/famous brands for this inspiration?
 - You can include up to 5 brands
 - Please include 1 or 2 of the brands as examples for the color, symbol, and font sections.
- What works about the top brand's logo?

Top Competitor Articles:

- <https://www.tailorbrands.com/logo-maker/ideas/photography-logos>
- <https://www.designhill.com/logo-design/trucking-logos/>
- <https://www.tailorbrands.com/logo-maker/ideas/band-logos>

Related Searches

- How to make a [insert industry] logo
- Popular colors for [insert industry] logos
- Most used fonts for [insert industry] logos
- Common symbols used in [insert industry] logos

Creating Your Packaging Design Logo

As a packaging design company, you want to let your customers know that you can both create attractive designs and protect their products. There are multiple ways you can communicate these strengths through a logo, as shown by the various logos of successful package design companies like [Gelcomm](#), [TrixMedia](#), and [QNY](#).

Each of these companies has its own unique logo that utilizes design elements like color and font to effectively differentiate its brand. TrixMedia also includes a special symbol to make its logo instantly recognizable. You can use these same design elements to create your own unique logo.

Colors

If you have looked at many logos from companies that specialize in design, you have probably noticed how often they stick to simple logos. This focus on simplicity includes a general lack of color. For example, most of the major fashion brands have black and white logos. And if they do use additional color, it is usually a single color.

Packaging design companies often use only black and white for logos as well. Black and white give a sophisticated, elegant feel that encourages customers to view the company as high-end. Both TrixMedia and QNY use only black and white in their logos, but there are exceptions, like Gelcomm, that don't hesitate to add color.

If you look at the brands each company designs for, you can see why Gelcomm goes with a soft pink color for its logo. While the other two companies focus on brands like Hilton and Ferrari, Gelcomm designs for food companies and toiletry companies, like kid-friendly packaging for Kid's Crest. When you are considering color, think about what types of brands you want to design for. If you are hoping to design packaging for fashion lines, black and white might be the right choice. If you want to design for green-friendly products, greens and natural colors may be right. It all depends on your target market.

Popular Icons/Symbols

The TrixMedia triangular symbol shows how packaging companies can create their own symbol to instill immediate brand recognition. There are other packaging companies that create unique symbols for their brands, usually consisting of the company's initial or initials and a background shape. However, you don't have to use a symbol if you don't want to.

QNY is a strong example of how black and white lettering alone can become symbolic. The company doesn't need anything beyond its name in a unique font to get the message across that it is serious about design.

The choice to use special shapes, symbols, or icons should be motivated by the market you want to reach and the strategy you want to use. TrixMedia may have chosen a symbol because the company name was less easily turned into a symbol on its own, unlike QNY. What is your company name? Can you make it symbolic on its own, or do you need something extra?

The Top Font Styles Used

Fonts might be the design element that packaging design companies are the most experimental with. A quick scan of top company logos shows a wide variety of fonts. Perhaps they are showing off their professional design abilities. If you are going to hire someone to design your packaging, you want to know that they are skilled in design.

TrixMedia, Gelcomm, and QNY all use different fonts. TrixMedia uses a font in the Gris family, Gelcomm is a font in the Gothic family, and QNY uses a custom script font. As you can see, variety is common in this particular area. This allows you to choose a font that really speaks about your company's offerings.

QNY states on its front page that they are an "Award-Winning Boutique Branding Agency." The elegance of the font the company uses does a lot to communicate "boutique." The fact that it is so heavily stylized - you have to focus to decipher the lettering - pushes the creative aspect even further. The company believes style is extremely important, which means you can expect them to deliver serious style for your packaging designs.

For your logo, consider what kind of audience you are trying to reach and what you want to say about your business. Are you more creative, more practical, or a mix of both? Feel free to take inspiration from the logos we discussed above or create something unique for your brand. Don't hesitate to experiment. With enough trial and error, you will find exactly what you are looking for.