LOGO DESIGN

for Authors

ABOUT THIS GUIDE

Creating your logo is an important part of visual branding. It's what will be most associated with your website, blog, or anything else you offer online.

You can hire someone to create a logo for you (this can be fairly cheap on a place like Fiverr). Or you can create a logo yourself. If you're going DIY, this guide is for you!

We'll review the steps to creating your logo.

Get logo-ing, book dragons!

STEP **1**

choose what your logo will consist of

STEP **2**

choose your fonts and style

STEP **3**

create!

STEP **4**

have multiple options

STEP 1

The first step for creating your own logo is to decide what your logo is going to consist of.

For a writer, your logo is usually going to be your name or your initials.

It may also include some sort of little icon (like a book or a pen), but you need to make sure you can use that specific icon for commercial purposes (so you may have to buy it in order to use it; if you don't want to deal with that, don't have an icon!).

You can also choose to include a word like 'author' or 'writer' or 'novelist' so people know right away seeing your logo what you do. If you're going to branch out to more than writing, you can omit this part.

Brainstorm: What are you going to include in your icon?

STEP 2

The second step is to choose the fonts you'll use and the style of your logo.

Your fonts are usually the most important part of your logo when your logo is your name or initials, so make sure to choose a font you love!

You don't have to use a font used anywhere else on your website or blog or books. This is where you can do things a little differently.

You can use multiple fonts (like different fonts for different words or different letters). Just make sure they look good together.

Think about the style you want to go for. Traditional? Whimsical? Delicate? Different fonts say different things.

Brainstorm: What fonts do you love that you'd like to use?

STEPS 3 + 4

Now it's time to create your logo!

What to use:

You can use **Canva** to do it for free and create it however you'd like. That'll likely be the easiest.

You are limited in fonts you can use unless you have a Pro/Work account though. If you want a specific font, you can use **BeFunky**.

A note on color:

Your logo is usually going to be **one color**, and black is probably the most often used. You can use more than one color, just make sure it doesn't look childish! (unless you're writing children's books, then that works!)

Extra considerations:

You'll want to create **multiple versions** of your logo, most notably, multiple colors. At the very least, **one light/white** and **one dark/black**! This will enable you to use the logo in many places without worrying if it'll be visible.

You'll also want at least one version of your logo to have a **transparent background** so you can use it anywhere without needing to worry about there being an ugly box behind it. If you have a Pro/Work account in Canva, you can use that; otherwise you can use BeFunky (or do a search for free transparent photo makers online).

Next Steps:

Congrats! Hopefully you have have a logo ready to go!

If you didn't already, make sure to go back to the Resource Library and download everything!

LIBRARY ›

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