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Guidelines to a School's Art Logo Design That is Stunning and Divine [Tamy Becker](#)

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For an art school, a good symbol is extremely important. That symbol should be able to depict that the institute is innovative and distinct yet professional and formal.

So, if you are trying to design an art logo for your school and don't know where to start, then we can give you a few basic guidelines for the same:

1. Use Illustrations Instead Of Photographs Or Clipart:

Art school emblems are supposed to be creative and imaginative so that they clearly reflect the trade nature. Illustrations give you a wider margin for creativity than photographs. Clipart is too generic to be used for any emblem as they are as easily available to others as they are for you which will never ensure your business mark's distinctiveness.

2. Don't Be Afraid To Use Colors In The Logo:

One common guideline that you read for crafting logo designs is not to use more than three colors in the brand mark or risk making it tacky. The same rule does not apply for art emblems. The purpose of art marks is to denote imagination and innovativeness which can be done through calculatedly lavish use of colors. So don't be afraid to use colors in the images of your school trademark. The only advice is that you need to make sure that the colors that you use complement each other and are not too bright or neon to hurt the eyes.

3. Use Images Related To Art:

If you are designing a symbol for your art school then it is important that the images that you use should remind you of art. That would include illustrations of brushes, canvas or frames. You can further use images to specifically target your audience for example if you are creating an emblem for a children's art school, then you can use illustrations of hand or finger prints or small blotches of paint. Similarly, if you are catering to an older audience, then you can use abstracts of colorful geometric shapes that would appeal to them.

4. Use Fonts That Are Italic But Aligned Straight:

Since we are using images that are artistic and imaginative to represent the business's creativity, it is important that the fonts contradict that image and portray professionalism and formality as that is more appropriate for a school. For that you can use fonts that are straight or italic but they should be placed straight so that it represents expertise and skill.

5. Keep The Background In Neutral Or White Shades:

Since you are using colors lavishly in your art logo design, it is important to use white or neutral colors for the background so that your monogram maintains an air of formality and professionalism like a school should.

So, there you have some basic tips and guides that you can follow while creating your art school's monogram.

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