How to Use a Single Letter Logo Design for Your Hotels Symbol by Tammy Becker

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â€œThe great advantage of a hotel is that it's a great refuge from home lifeâ€•

- George Bernard Shaw

A hotel is a place of sanctuary, peace and luxury. The same should be depicted in its brand mark too. Whether it is a small inn in the community or a plan for a five star hotel, it needs to assure its customers that they will have a relaxed and pampered experience there.

The best idea to create a smart hotel symbol that depicts all the qualities mentioned above is through its initial. Use a single letter logo design that has been taken from the hotel initial and craft your brand mark accordingly.

Below mentioned are a few tips to craft your hotel logo design though itâ€™s initial:

1. Use straight fonts for the hotel symbol:

The image that a hotel symbol needs to portray should be one of professionalism and discreet wealth. To represent professionalism, use a typeface that is straight and formal looking. Some of such fonts are Tahoma, Bodoni MT, High Tower Text or Copperplate Gothic. Keep the initial at a straight alignment. If the emblem is crafted with funky fonts or placed at an alignment then it will look informal and low quality which will fail to attract the customers.

2. Combine the initial with an intricate design:

To add a delicate touch of luxury and imagination to the design, you can add an intricate drawing with the initial. Here, you can use the Celtic designs and place the initial within it or you can place a small icon or symbol with the initial. For example, you can use an icon of a small delicate flower above the initial with weeds of the flower surrounding the symbol which will be designed in thin lined illustration. This will add an imaginative and innovative touch to the emblem and the flower will look soothing and appealing to the customers.

3. Use colors for the fonts that represent luxury and dependability:

Colors will add a very important touch to your brand mark. The colors that you use will need to complement the image that you want to create of your hotel. Here, you can use colors like dark brown, ivory, maroon, dark blue, purple and gold. All these colors will represent royalty, trust, energy, luxury and discreet wealth in your hotel letter logo samples.

4. Keep the background in one solid color:

It isnâ€™t necessary to use a white or light colored background here. You can also use dark colors like purple, maroon or brown for the background but make sure that the color of the background complements the color of the fonts. If you have used dark color for the fonts then use a lighter background and vice versa. Another tip to remember here is to make sure that the background is crafted in a single slid color. It should not consist of shades or gradient effects.

So there you have some great tips and ideas to craft a smart and sophisticated hotel symbol.

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