

# FAILogo

A sampling of logos created by one of the largest providers on Elance, rated as unprofessional by Chaz DeSimone, a professional.

Sometimes the overall concept is obviously flawed, but more often a detail or two knocks an otherwise decent logo (or any design for that matter) off the pedestal of professionalism.

# FAIL



The mark, V and X should all be built on the same angle; same for the right side of each.



T should not be a larger letter; spacing is inconsistent.

Three shapes all representing the same type of element when one would do: dots, straight line, roman style line with serifs.

Naming, not design (well, sort of): I don't like the two P's. How do you pronounce it? Suggests complexity, redundancy and unnecessary bulk.

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# FAIL



The meaning of this logo is lost on me. Given some effort (and talent) I bet an "E" could have been extracted from this design. Also, it has no style relevance to the font and is not aligned pleasingly with the name.

Poor kerning (spacing between letters).

Poor kerning, and line should extend to end of K.

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**DESIGN**

[desimonedesign.com](http://desimonedesign.com)

# FAIL

Clever concept (hand and flame) but large flame is uncomfortably shaped.

This line should be all caps, perhaps better choice of font.



One of the flames should have been accentuated to symbolize the "S" in the name.

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If the V shape of the wings is supposed to represent a triangle, it should be emphasized (perhaps place the pyramid within that space or forget the pyramid altogether). If the V shape was not recognized as a potential projection of the "tri" the logo is really a FAIL. Why wasn't the T used to represent the triangle?



Sometimes facing away from the main element (the name) lends a cool aloofness, but here I would have the bird face towards. It's friendlier and adds strength in addition to directing the eye.

# Trilongevity

BODY • MIND • SPIRIT



The way the tagline is placed it appears as an afterthought.

# FAIL

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# FAIL

Too thin where the negative circle meets the black stem. Fixing this is tricky but it should have been done.

Silly little sprocket holes look too cartoony and haphazardly placed.



This U appears too narrow. Sometimes letters of an actual font need to be modified to appear more balanced in a logo.

When a circle is chopped at an angle, it creates an effect where the mass appears greater in that area. The artwork should have been modified to correct the distracting illusion.

: ) I like the concept, typestyle and color assignment of this logo. Too bad oversights and poor rendering in the details ruin its cred as a professional logo.

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# FAIL

Circle went flat,  
and do you  
really see the  
"l"?



Uneven spacing

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Aside from a poorly conceptualized illustration, most of the angles, gaps nor curves are not consistent.

# FAIL



The letterspacing is obviously horrendous.

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# FAIL



Poor font choice. The mark is based on circles and straight lines; the font isn't. It could be a bit playful as well.

Gaps where colors intersect are not consistent.

Tagline should span width of name. Too much space between the two words. Too little space between lines of text (leading).

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# FAIL



I'm going to assume somebody paid \$5 for this logo; therefore I cannot tear it apart.

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# FAIL



TM goes at the top of a logomark; the "registered trademark" symbol (shown here) should be at the lower right (in the US).

Poor kerning here and throughout.

Was this rubber stamped in at the last minute? Should be italics, and blue. Add a . or ! (although I use these very discretely)

Open up the space between I and L.

Does this represent a scale or smiling faces? And who's smiling, the clients or the attorneys? Actually, I only saw smiles at first, then realized that red dot might not be a third eye, but the fulcrum for a scale. I would develop the scale concept further. Another good opportunity lost on a shortsighted designer.

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# FAIL



What's amazing is someone would pay for this.

Looks weak and amateurish overall. Poor letterspacing, and setting all caps in a script font should be avoided in general. I break rules when it works, but it doesn't work here.

My saying:  
Rules are for idiots. Unfortunately

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# FAIL

Anyone who does not correct horrible kerning like this shouldn't profess to be a logo designer and actually charge for it.



Took awhile to grasp what the illustration was. Logos need to be clear and concise.

Anyone know what the colors and shapes stand for?

Altitude sickness? Logo sickness.

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# FAIL



This is not a critique. I just need one of these after looking at the last bunch of logos.

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**WIN**



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