

Here's a little information about why AI created logos are often not suitable for print and/or embroidery.

AI logos won't work in common situations

Colours: Best practice in logo design is to define a palette of 3-5 brand colours that appear in the logo. These colours are then deployed throughout the brand assets (website, social media, business cards, product labels) consistently. That consistency, where customers see your unique combination of colour/font/shape/style over and over is what gains you customer trust.

AI logos often contain many colours, gradients, and shading that pose a problems with deployment digitally and physically. Designing things like social media posts with 3-5 colours is straight forward. Designing things with a palette of 24 colours is much harder. A large colour palette also poses problems when you want to make SWAG. **Any company that deals with colours as individual layers** like screen printers (t-shirts), embroidery (hats, shirts), and even in some printing scenarios (off set printing) **charge by the colour and if you have 24 colours, it's going to get super expensive or impossible to replicate** your logo.

Fonts: I've also noticed that many AI generated logos aren't choosing fonts and adding text, they are drawing letters instead. This is problematic when you try to use the same font on your website or product label. **You'll spend too much time trying to match to a font that doesn't exist.**

Font psychology is also a large part of branding design that AI generated logos seem to skip, instead it draws letters that looks like bland sans-serif fonts that don't communicate much, a missed opportunity.

Resolution/File type: The file that AI provides when generating a logo is a PNG. This might be ok for digital applications like a social post but it has a limit on how big you can make it before it starts to look pixelated or distorted. You may not be in the market for a billboard but you might be in the market for a trade show display. And **if you are trying to create a fun give away** (like a pen or water bottle) for your booth, **you'll need a SVG (vector file)— which AI can't generate (yet).** A PNG file also can't be edited. Sure you can open up **Photoshop** Affinity and change the colour of something but there are no layers or curves which severely limits the changes you can make.

Black and white versions: AI generates logos that have many colours and these designs aren't adaptable into an all black or all white version. Why does this matter? There are many times where having your logo in all black or white comes in handy like the top of your receipt, co-branding, and photo watermarks.



10 Colours! Two shades of yellow and multiple shades of blue creates unintended problems