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Introduction

In this document you will find product sheets with the main features of five of the many logo-designing software tools. The tables provide for some basic and practical information on the selected software tools, such as a concise description, pricing (all tools are available in a free version as well), pros and cons.

Given the fact that this kind of software tools are often updated, this short guideline should be regarded as indicative of the offer available in early 2023, but their websites should be regularly checked and explored for an up to date overview.

Namecheap

	Website	https://www.namecheap.com/logo-maker/
	Contact	Various options: Submit ticket, Live chat, Report abuse https://www.namecheap.com/logo-maker/
	Tutorial	How to Make a Logo For Free
Description	Namecheap Logo Maker is a product of Namecheap, Inc. and allows users to create logos to use for their businesses at no cost. Users can customize their logo to their liking and save files in a variety of formats, including the popular PNG and SVG.	

Platforms
    Web
    Desktop
    Mobile
	Yes
	No
	No	

Pricing	Namecheap Logo Maker is 100% free, for both designing and downloading a logo.	
Available subscriptions	Namecheap Logo Maker is an entirely free service with no additional costs to save or download logos.	
Free version	Yes	
Free downloads	Yes	
Sign-up required	Yes	
Customization tools	Yes	
Customer support	Live chat, ticket submission, email.	
Vector format	Yes	
Pros	➢ Downloading a logo is entirely free of charge. ➢ Logos can be downloaded in many file types, including vector files.	

	➢ There are many ways of contacting the company, with live chat, ticket submissions, and email being options. ➢ There are plenty of customization tools to brand your logo according to company style guides. ➢ Downloaded logos have a high image resolution. ➢ The software is intuitive and the step-by-step process is easy to navigate. ➢ The library of logo templates is professionally designed. ➢ Logo designs can be visualized on different branding materials, such as business cards and T-shirts. ➢ Namecheap Logo Maker offers plenty of integrations with the Namecheap suite.
Cons	➢ Users will need to sign up with Namecheap in order to download their logos. ➢ Namecheap's icon library doesn't have consistent licensing rules, so users might not have usage rights on their logo designs. ➢ Most logo designs are generic and lack real creativity. ➢ There aren't any social media resizing options.
Additional notes	Namecheap Logo Maker is a free online logo maker from the company Namecheap, Inc. It features hundreds of customizable logo templates that can be downloaded in any file type, as well as a wide array of fonts, colors, and icons to make your logo on-brand.

Canva

	Website	https://www.canva.com/en_gb/
	Contact	https://www.canva.com/help/
	Tutorial	How To Use Canva Watch this before Making your LOGO in Canva

Description	Canva is a graphic-design tool website that simplifies the process for users by enabling a drag-and-drop format with access to over a million photographs, vectors, graphics, and fonts.

Platforms
    Web
    Desktop
    Mobile
	Yes
	Yes
	Android, iOS

Pricing	Plan	Monthly Pricing	Annual Pricing
	Canva Free	Free	Free
	Canva Pro	$12.99	$119.99
	Canva for Teams	Contact for quote	Contact for quote
	Canva for Education[1]	Free	Free
	Canva for Nonprofits[2]	Free	Free

Available subscriptions	Free and subscriptions

Free version	Yes

Free downloads	Users must sign up to download their designs

[1] For eligible teachers and students
[2] For eligible nonprofits

Sign-up required	Yes
Customization tools	Yes
Customer support	Help center, email
Pros	➤ Canva features both free and paid plans. ➤ The site has an excellent library of designs for a variety of marketing purposes. ➤ Users can create a design from scratch or choose to use one of Canva's many templates. ➤ Canva offers videos, audio files, and animations that can be added to templates. ➤ Users can share access with multiple business partners (the number will affect the price) for real-time collaboration. ➤ Canva features a mobile app. ➤ There are a variety of tutorials, courses, and blog posts to assist users with their designs. ➤ The site features a free photo editor. ➤ Users can print a variety of promotional materials and receive free delivery.
Cons	➤ Canva does not have any offline capabilities. ➤ Only basic lines and shapes are available on the Free plan; more complex graphics are only available on the Pro plan. ➤ Users must sign up to download their designs.
Additional notes	Canva is a marketing software service that offers an online logo maker, tools for document and graphic design, templates for presentations, and graphics for social media, among other features.

LogoMakr

	Website	https://logomakr.com/
	Contact	support@logomakr.com
	Tutorial	Watch the pop-up video clip that explains how the platform works on https://logomakr.com/ Video Tutorials
Description	LogoMakr is a globally used free custom design tool for entrepreneurs, businesses, schools and individuals. LogoMakr provides a do-it-yourself platform that focuses on 6 design categories: Graphics, Fonts, Shapes, Colors, Outline and Opacity. Users have the option of downloading their work-of-art in a free web use only version with credit required to LogoMakr or in a paid high resolution version for print, social media, web and commercial use.	
Platforms Web Desktop Mobile	Yes No No	
Pricing	Plan	Pricing[3]
	Low Resolution File	Free
	High Resolution License Files: 1 Logo	$ 29.00
	High Resolution License Files: 4 Logos	$ 15.00 / logo
	High Resolution License Files: 15 Logos	$ 10.00 / logo
	Logo Redesign	$ 195.00
	Custom Logo Design	$ 299.00

[3] Check pricing update at: https://my.logomakr.com/packages/

Available subscriptions	Free and Pay-per-download
Free version	Yes
Free downloads	Yes
Sign-up required	Only for paid downloads.
Customization tools	Yes
Customer support	Email and phone.
Pros	➢ The design tool is free to use. ➢ The platform offers several, affordable logo packages. ➢ Users can search over three million graphics. ➢ The design tool allows users to create highly customized designs. ➢ The paid plan includes high-resolution files, including vector PDF and SVG files, as well as social media and favicon files. ➢ LogoMakr offers custom logo design and logo redesign services.
Cons	➢ The logo maker is not very intuitive and some users may experience an initial learning curve. ➢ Logos downloaded for free cannot be used for commercial purposes and credit must be provided wherever the file is used. ➢ Phone support is only available from Monday to Friday between 9 am and 5 pm PST.
Additional notes	LogoMakr is an online design platform that can be used to create business logos. LogoMakr also offers custom logo design and redesign services.

Zarla

	Website	https://www.zarla.com/
	Contact	hello@zarla.com
	Tutorial	ZARLA TUTORIAL

Description	Zarla is a user-friendly, AI-powered online logo maker that can be used to create logos for any type of business or brand. The platform features a selection of easy-to-use customization tools as well as resources for logo design ideas organized by industry that provide inspiration and insight into design elements.
Platforms 　　Web 　　Desktop 　　Mobile	 Yes No Yes
Pricing	Zarla is 100% free, both for designing your logo and downloading the files.
Available subscriptions	Free
Free version	Yes
Free downloads	Yes
Sign-up required	No
Customization tools	Yes
Customer support	Email
Vector format	Yes
Pros	➢ Zarla is completely free for designing and downloading logos. ➢ The platform is intuitive and easy to use. ➢ A range of customization tools allow users to adjust logo designs to their liking. ➢ Zarla generates a variety of compelling designs, from simple and smart to fun and quirky.

	➢ Users can download their logos instantly. ➢ Downloads include social media and resizable vector logo files. ➢ The website's user interface is appealing.
Cons	➢ The software is limited to logo designs. ➢ Zarla does not offer custom design services.
Additional notes	Zarla is a user-friendly online logo maker that uses AI to generate unique, creative logo designs. Users are prompted to enter information about their brand. They also have the option to include a slogan. Zarla does the rest, generating scores of designs that users can refine to suit their preferences. With a range of easy-to-use customization tools and no hidden or recurring fees, Zarla presents a convenient, fast, and affordable way to create beautiful logo designs for any type of business or brand.

BrandCrowd

	Website	https://www.brandcrowd.com/
	Contact	support@brandcrowd.com
	Tutorial	Create a Social Media Design with BrandCrowd
Description	BrandCrowd is an online logo maker for businesses. Features include thousands of customizable logo templates as well as matching business cards, letterheads, social media banners, branded merchandise, and more. BrandCrowd enables businesses to effortlessly create professional logos.	
Platforms Web Desktop Mobile	Yes No No	

Pricing	Plan	Monthly pricing	Annual pricing
	Standard Logo Pack	Free	Free
	Premium Logo Pack (upgrade on a free design)	$ 9.00	$ 60.00
	Premium Logo Pack (on logo ideas)	$ 15.00	$ 60.00

Available subscriptions	Free and paid options
Free version	Yes
Free downloads	Yes
Sign-up required	Yes
Customization tools	Yes
Customer support	Email

Pros	- BrandCrowd features user-friendly editing tools. - The logo maker features free and paid plans. - Paid plans feature unlimited edits and downloads of the logo. - There is a large selection of logo templates and categories. - Users can design logos for business cards, social media, letterheads, flyers, thank you cards, and more. - The site features a Facebook and Instagram post and story maker, as well as a YouTube and LinkedIn banner maker. - BrandCrowd's blog offers tips and advice on logo trends, colors, social media designs, and more.
Cons	- Users must enter their email address to start editing their logos, even the free logos. - While there is a large selection of templates, when editing a template the icon cannot be changed. - Users have to purchase an exclusive license in addition to the standard logo package for the design to be removed from the website.
Additional notes	The logo from BrandCrowd is provided in several formats including vector files (PDF and SVG).