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Thread: [Is it Essential for a Signature/Logo to Match a Thread?](#)

Effexion - March 1, 2019, 2:37 am

I really want to keep the current signature I have made for my product as I really like the style and I'm pretty proud of it. I decided to try my hand at a thread design but using the same colours has disastrous results. Am I going to have to redesign my logo?

Disease - March 1, 2019, 4:16 pm

(Mar 1, 2019 03:37 AM)Effexion Wrote: [\[CITE\]](#) I really want to keep the current signature I have made for my product as I really like the style and I'm pretty proud of it. I decided to try my hand at a thread design but using the same colours has disastrous results. Am I going to have to redesign my logo?

I certainly wouldn't rebrand because your colors don't work well for a thread layout. Use an extended palette to handle the thread design (use tints and shades of your colors, for example), and use your logo in it strategically. That's what we'd do in an actual advertising scenario where the client's primary colors don't work well in a certain application.

Given how bright and vibrant your logo and brand colors are, I'd refrain from going overboard in using them. A more muted backdrop will always cause them to pop more. And that's more impactful than anything, in my opinion.

its80 - March 3, 2019, 8:20 am

Where is the thread design to see if you do need to change it?