

Make Your Wordmark Work

How bespoke typography and lettering can elevate your brand's logo.

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Bibliography

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Film

Swiss Dots. (2007). *Helvetica* [Film].

As the title suggests, this documentary is all about Helvetica — that straightforward, functional, and ubiquitous mid-century font. Featured as a system font on both Macs and PCs alike, anybody that has ever typed a paper on a computer is familiar with it. This movie dives into the history of the font and its many applications. It features interviews from designers that love it, hate it, and love to hate it. As the designer Michael Beirut mentions, setting a headline in Helvetica was once considered novel. After 50 years of overuse, though, using it unaltered in a logo would be a very unoriginal solution indeed.

I viewed *Helvetica* for anecdotal quotes to help provide context for the importance of designing logos that are bespoke. Massimo Vignelli, one of the most famous and recognizable graphic designers of the 20th Century, is featured throughout the film. Over the course of his career, he spoke religiously about his dogmatic approach to design that included, at most, five specific fonts. Though he sought solutions that were “timeless,” I compare some of his logos in my LinkedIn article against his contemporaries' logo designs. Though I love Vignelli's work, I argue that they would be more timeless had they been customized.

Magazine Articles

Gardner, B. (2025, June). 2025 Annual LogoLounge Trend Report. *Graphic Design USA*, 62(3), 10–19.

Bill Gardner, the founder of LogoLounge and author of this article, has produced a new report for the past 23 consecutive years. In this article, he makes a point to note the difference between “trend” and “trendy,” which is a topic I cover in my LinkedIn article, *Make Your Wordmark Work*. As Gardner notes, trends can be difficult to avoid in logo design. On the one hand, clients often reference something they've seen recently. On the other, even the best designers want to try latest graphic tricks. Just like symbolism and iconography, typography isn't immune to tacky trends in design. The *2025 LogoLounge Trend Report* provides a few helpful clues as to what designers can try for future solutions, as well as what to avoid. I made sure to reference those trends when pointing out “timeless” elements of logo design in my LinkedIn carousel posts.

Blog Articles

Airey, D. (2023, April 17). *Logo design tips from the field*. Logo Design Love.

<https://www.logodesignlove.com/logo-design-tips>

Airey has years of experience with branding and logo design, and his books offer great advice to the aspiring designer. Likewise, his personal blog posts on logodesignlove.com are short, easy to

digest, and thought-provoking. They offer many quotes that are worthy of consideration for online articles about logotype design.

I decided to cite this one article for that specific reason. In it, Airey offers 10 quick tips that can offer inspiration for designers, or a professional opinion for potential clients to consider. Since my thought leadership series would need to appeal to both audiences, I referenced this article multiple times throughout my research. Among my favorite tips, “Not every logo needs a symbol. Sometimes a client just needs a professional wordmark to identify their business.”

Bhagsain, A. (2025, April 18). *LinkedIn KPIs: Key metrics for engagement & lead generation*. <https://www.viewmetrics.com/blog/linkedin-kpis>

This blog post outlines the importance of tracking LinkedIn Key Performance Indicators (KPIs) to optimize engagement and ROI. It identifies eight essential KPIs, though I was primarily interested in identifying those specific to organic content. For my thought leadership series, it helped me determine that engagement rate (reactions, comments, and posts), follower growth, and impressions would be the best metrics to follow for a successful LinkedIn strategy. The article also introduces ViewMetrics, a tool offering real-time analytics and automated reporting. ViewMetrics could potentially be valuable to simplify KPI monitoring, and possibly improve my LinkedIn profile performance in the future.

Dvornechuck, A. (2024, June 30). *Beginner's Guide to Wordmark Logo Design*. Branding Agency NYC. <https://www.ebaqdesign.com/blog/wordmark-logo-design>

This blog article is by branding expert Arek Dvornechuck, who offers a concise yet practical introduction to wordmark logos. Unlike logos that incorporate symbols or graphics, Dvornechuck argues there are specific situations that call for logotypes. Short brand names are ideal for wordmarks, for example, but so are rebrands that call for immediate brand recognition. Perhaps most relevant to my research is Dvornechuck's key design principles for crafting impactful wordmarks. He recommends choosing fonts that reflect brand personality, are easily legible, and incorporate unique features like custom ligatures. These characteristics allow strong typographic modification, which is a common thread through my thought leadership posts. His guide also encourages designers to experiment with stylization to produce memorable wordmarks.

Niranjan, J. (2025, February 7). *LinkedIn Marketing Guide 2025: Tips, Strategies & Best Practices*. Smarketers. <https://thesmarketers.com/blogs/the-complete-linkedin-marketing-guide-for-2025/>

This comprehensive blog post explores the evolving landscape of LinkedIn marketing. The author, Jalla Niranjan, emphasizes the rise of video content and authentic storytelling. For my thought leadership series, it convinced me to try a video post — LinkedIn videos now generate 1.4 times more engagement than other formats. To maximize impact, I learned, videos should be kept under two minutes. Vertical formats are optimal because most users are on their mobile devices, and strong captions should be included to boost discoverability.

Niranja, also offers actionable strategies for greater reach. LinkedIn's algorithm is increasingly prioritizing personal narratives and relatable content over polished corporate messaging. Posts that share genuine experiences, especially those with humor or vulnerability, are more likely to foster meaningful connections and spark active engagement in the form of likes and comments.

Books

Airey, D. (2015). *Logo Design Love: A guide to creating iconic Brand Identities*. New Riders.

David Airey is a saint, and one hell of a designer, too. His blog articles and books are always applicable to the practice of modern design and fantastic graphic resources. *Logo Design Love* is no exception. It's a book I consistently pull off the shelf when I'm lacking inspiration, and obviously relevant for the topic of my thought leadership series.

Specifically, I referenced this book as a resource for understanding the strategic thinking behind successful designs and the importance of consistency in logo variations. *Logo Design Love* offers a practical guide to designing logos, which was helpful in my discussion about process.

For the conclusion of my LinkedIn Thought Leadership article, I wanted to come full circle and offer practical advice on "selling the concept" to the client. The audience for this section is specifically designers. In, Chapter 8: The art of the conversation, Airey explains how to walk through the process, rather than asking, "So, what do you reckon?" He suggests dealing with the decision maker, if possible, avoiding committee-based decision-making, setting ground rules for feedback, and other helpful presentation pointers.

Barber, K. (2020). *Lettering manual*. Watson-Guptill, 2020.

Lettering Manual is by one of the most respected designers of our time, Ken Barber of House Industries. It provides many great examples from his portfolio, and step-by-step directions to achieve many of the hand-lettering styles listed throughout the book. It's an absolute "must have" for any lettering artist, but I also recommend it for logo designers.

Because I wanted to share multiple approaches to logo design in my LinkedIn article, I referenced this book for various techniques to consider. Customizing typography is my preferred approach to most corporate logo design, but I also want to establish credibility, and hand-lettering offers a fantastic alternative for some clients. I like how Barber makes personal notes and markups on his work, and I reference these in my LinkedIn carousel post designs.

Beirut, M. (2019). This is My Process. In *Now You See It and Other Essays on Design* (pp. 20–23). Princeton Architectural Press.

This is a wonderful collection of stories from one of the design partners at global branding firm Pentagram. In, "This is my Process," Beirut pokes fun at the lack of strategy that goes into his design solutions. A quote from this essay reads, "Somewhere along the way an idea for the design pops into my head out of the blue." He also admits, "Now, if it's a good idea, I try to figure out some strategic justification for the solution..." Beirut was being facetious, which is similar to the tone of voice I wanted in my blog post titled, "A Whole New Process." I also wanted to share the idea of a detailed process being specifically set up to allow for flexibility.

Neumeier, M. (2007). *Zag: The number-one strategy of high-performance brands: A whiteboard overview*. AIGA : New Riders.

Zag, by Marty Neumeier, underscores the importance of differentiation as the foundation of a successful brand identity. Similarly, a logo, being the most visible and immediate representation of a brand, must embody the brand's unique position in the market. The key takeaway, for me, is

that a logo should not merely be aesthetically pleasing but strategically distinct — it must capture the essence of what makes the brand different.

Neumeier also advocates for brands that are instantly recognizable, scalable across platforms, and emotionally resonant. In other words, a logomark should do its best to represent a brand's "onliness" statement — the idea that it is the only brand that does what it does. In this way, *Zag* provides a strategic lens through which designers can evaluate and create logos that don't just look good, but serve as powerful tools for brand differentiation.

Peters, A. (2024). *Logos that last: How to create iconic visual branding*. Rockport.

Logos That Last is a comprehensive guide to designing timeless and memorable logos. In it, Allan Peters shares his personal design philosophy and practical techniques for creating visual identities that endure beyond fleeting trends. While most of Peters' logo design include icons or badges, he usually modifies the wordmark of each logo to be more custom.

For my LinkedIn article, I referenced the short section on creating a custom font for brands. Similar to the logotype, a custom font needs to speak in the voice of the brand. Additionally, I referenced Peters' personal goal of 50 sketches per logo in my blog article, "*A Whole New Process*." I wanted to make a point that the design process is based on iteration — we often need to weed through initial bad ideas before moving onto something more successful.

Pink, D. H. (2006). Symphony. In *A Whole New Mind: Why Right-brainers Will Rule the Future* (pp. 129–145). essay, Penguin Group.

In *A Whole New Mind*, Pink describes six unique senses that business leaders will need to thrive in what he refers to as, "The Conceptual Age." The entire book is worth reading, but Chapter Six introduces a concept that I referred to in my module 2 blog post, "*A Whole New Process*." Put simply, Symphony is the ability to make abstract connections. This aligns with my point that most project management plans need to have flexibility.

Also, logo designers work for clients across various industries, and this allows them to gain insight into many different business categories. Symphony is all about relationships. As such, in my thought leadership article, I try to show how brand designers can influence brand perception by helping to create timeless solutions that are appropriate for the intended audience.

Wheeler, A., & Meyerson, R. (2024). *Designing brand identity: A comprehensive guide to the world of brands and Branding*. Wiley.

Designing Brand Identity is one of the best references for any designer working in the field of branding today. One can use it as a quick reference or as a comprehensive course outline. I read it to gain a better understanding of typography's role in logo design, as well as the business benefits of branding. Customer loyalty, engagement, sales, and awareness are all listed as reasons to invest in a unique brand identity system.

I weaved these benefits throughout my article and weighed the positive effects of custom typography versus the negative effects of using fonts off the shelf. There's a direct correlation to creating a more unique and ownable brand. Last, I referenced *Designing Brand Identity* for a quote by Luc Speisser to introduce my case study. He said, "Great brands are like friends — you encounter a huge number of them every day, but you only remember the ones you love."

Journals

Günay, M. (2024). *The impact of typography in graphic design*. International Journal of Eurasia Social Sciences. <http://dx.doi.org/10.35826/ijoes.4519>

This is an academic article about the role of typography in developing effective graphic design solutions. The author speaks to both the functional aspects of typography, like legibility, as well as the subjective components, like underlying messages. Obviously, both elements are extremely important for logo design. In addition, the author reaffirms, “From a brand identity perspective, unique typography contributes to brand recognition and loyalty.”

I particularly appreciate the author’s definition of typography. “Typography is an art and science that deals with the arrangement, design, and printing of texts and writing,” he notes. The inclusion of “art” is something that other articles seem to have missed. There is more to type than weight and point size. Shape, form, and visual balance are all artistic elements. It’s especially important to thoughtfully consider them for logo design in an effort to make a human connection with the audience.

Lelis, C., Leitão, S., Mealha, Ó., & Dunning, B. (2020). Typography: The constant vector of dynamic logos. *Visual Communication*, 21(1), 146–170. <https://doi.org/10.1177/1470357220966775>

This is an in-depth study about the importance of consistency for what the authors call the “Visual Identity System,” in both static and flexible brands. The terminology is interesting, but also somewhat accurate, since branding is about more than just design elements. In fact, the authors note that many strategists understand branding to be something that people can experience but not see.

Another relevant, thing I learned in this article is why type foundries continue to create new typefaces. The authors suggest, “according to King (2001), tailored corporate type design has been one of the routes taken by independent foundries in order to face-off competition from companies who sell type in cheap packages. A unique typeface has become a must-have accessory among contemporary brands.” In other words, new typefaces are being funded by big corporations to help differentiate their brand in the marketplace. In my *Thought Leadership* article, I contend that smaller businesses should follow suit for their brand logotype.

Tranquille, R. A. (1970, January 1). *Designing a typeface for a Brand*. Theseus. <https://www.theseus.fi/handle/10024/264690>

This thesis explores the process of creating a custom typeface for a brand’s identity. It presents the foundational principles of type design, including character construction and spacing techniques. The author also examines the strategic value of custom fonts in branding, using IBM Plex as an example. He also weighs the benefits and challenges of custom fonts, especially for smaller companies.

Designing a typeface for a Brand provided two key takeaways for my research. First, custom fonts allow brands to express their unique personality and values more effectively than generic typefaces. Second, a bespoke typeface helps a brand stand out in a crowded market. Since typography is a powerful visual cue, having a distinctive font can increase brand recognition and make marketing materials instantly identifiable.

Online Articles

Abdallah, M. (2023, December 12). *A strategic guide to becoming a LinkedIn thought leader in your industry*. The Business Hub. <https://www.linkedin.com/pulse/strategic-guide-becoming-linkedin-thought-leader-your-abdallah/>

Choosing to publish this article on LinkedIn provides for a compelling case to leverage this platform for Thought Leadership. As the author suggests, long-form articles take time to develop, but they also have business benefits — the content is evergreen, and it helps with SEO.

While Abdallah provides compelling reasons to tap into LinkedIn, I also found the format of the article itself to be both interesting and helpful. He includes both numbers and subtitles as visuals and provides “Did you know?” sections to help breakup the content. For example, “54% of Decision-Makers and 48% of the C-Level spend more than 1 hour per week reading and reviewing thought leadership.” I didn’t realize it at first, but these factoids are images, which is something I considered when formatting my final article.

Craigson, H. (2025, July 2). *Mastering Thought Leadership Content on LinkedIn: A 2025 Guide*. Tech Announcer. <https://techannouncer.com/mastering-thought-leadership-content-on-linkedin-a-2025-guide/>

In this article, Craigson offers a few practical reasons for industry professionals to leverage LinkedIn to create thought leadership content on LinkedIn. Among the benefits are: increased visibility, enhanced credibility, networking opportunities, and business growth. Because expanding my business and reaching potential new clients are considerations for my article, I found Craigson’s tips particularly useful. Before publishing my article, for example, I should update my profile description to help evolve my story and develop a personal brand.

In terms of content strategy, Craigson suggests picking a specific topic to focus on. She recommends finding a niche and sticking to that topic regularly. My series on custom type for logo design, I learned, should also consider formats other than the initial article. Posts, carousels, and videos can help reach a wider audience and increase engagement. I also referenced this article when creating the content calendar, the last part of my project plan.

Drzymala, M. (2025, June 17). *How to Create LinkedIn carousel posts*. LinkedIn. <https://www.linkedin.com/pulse/how-create-linkedin-carousel-posts-matt-drzyma%C5%82a/>

Matt Drzymała’s article, *How to Create LinkedIn Carousel Posts*, offers a concise guide to maximizing post impact on LinkedIn through carousel-style content. He outlines several design principles and provides user experience recommendations — like adding arrows or other visual indicators for users to swipe-right. He also provides functional tips. For example, carousel posts in LinkedIn need to be exported as PDFs to meet the document upload requirements.

I referenced this article several times while creating my carousel posts to ensure they would work on LinkedIn. While it doesn’t offer much inspiration, in terms of content, it does provide the basic framework to get started setting up files. He also includes practical advice for repurposing content on other platforms like Instagram and promotes cross-channel content sharing.

Keutelian, M. (2025, June 12). *Best times to post on LinkedIn in 2025*. Sprout Social. <https://sproutsocial.com/insights/best-times-to-post-on-linkedin/>

Best times to post on LinkedIn in 2025 provides data-driven insights into optimal posting times on LinkedIn. I referenced this article while developing the content calendar for my thought leadership series. My objective: maximize engagement, visibility, and lead generation. Keutelian identifies peak hours, which include mid-mornings on Tuesdays through Thursdays. These are currently the most effective windows for publishing content.

The article also breaks down best posting times by industry, including education, healthcare, and financial services. Unfortunately, marketing or design was not one of the industries listed. Still, this resource was essential to refine the LinkedIn strategy for my article and subsequent posts on branding and logo design.

Latin, M. (2021, June 7). *All you need is 5 fonts*. Better Web Type. <https://betterwebtype.com/all-you-need-is-5-fonts/>

As the title suggests, author Matej Latin makes a compelling case that most designers could live with fewer fonts. Latin recalls a time in his career when fewer fonts existed, but it was actually more difficult to select fonts for a project. Why? With a lack of experience, he often wasn't sure where to begin. Over time, he found that he could use specific categories of fonts for different uses cases. His recommended categories: geometric sans serif, high-quality serif, workhouse, web safe, and variable.

While I don't necessarily agree that these categories are exhaustive, I do agree with Latin's main theory — having a starting point helps designers make better, quicker, and more informed design decisions. For my LinkedIn carousel posts, I wanted to provide my audience with a few starting points to customize type for a logo. This article helped me narrow the focus to a few suggestions: playing with scale, extending ascenders/descenders, and adding texture, for example.

Morris, C. (2023, March 21). *Key performance indicators (kpis) to measure the success of Your Company's linkedin page*. LinkedIn. <https://www.linkedin.com/pulse/key-performance-indicators-kpis-measure-success-your-page-morris/>

This article explains how businesses can use KPIs to evaluate and improve the performance of their LinkedIn company pages. It highlights five key metrics, including follower growth, engagement rate, conversion rate, impressions, and click-through rate. The author, Chris Morris, also offers practical strategies to enhance reach. For example, to boost engagement rate, he suggests that content creators consistently post high-quality that's relevant and tailored to the target audience. For my thought leadership series, I needed to create content that would appeal to both marketing executives and graphic designers. In the end, the objective of the series is to spark meaningful interactions. I made sure both my article and LinkedIn carousel posts would be informative and insightful to both audiences.

Rep Cap. (2024, December 13). *LinkedIn for thought leadership: A beginner's guide*. Homepage. <https://repcap.com/b2b-content-marketing-insights/linkedin-for-thought-leadership>

LinkedIn for Thought Leadership: A Beginner's Guide, examines how professionals can use LinkedIn to build credibility and influence through strategic content creation on the social platform. It emphasizes the importance of clarity, consistency, and connection in developing a strong thought leadership presence.

The article offers several insights that I leveraged in my first blog post, “Project Proposal: How Limitations Can be Liberating.” I revisited *LinkedIn for Thought Leadership: A Beginner’s Guide* to ensure my long-form article provided the type of content both audiences would find useful. It will also be a helpful resource in selecting the final LinkedIn carousel and video formats.

Williams, M. (2023, October 3). *The golden age of digital typography*. Creative Review.
<https://www.creativereview.co.uk/monotype-digital-typography/>

This article explores how artificial intelligence is reshaping the field of type design. Terrance Weinsierl, the Creative Type Director at Monotype, discusses his role in developing custom fonts with AI. One of the tools that Monotype Labs has developed uses machine learning to intelligently suggest font pairings. He suggests this tool helps designers make faster, more confident choices while maintaining aesthetic balance.

Interestingly, Weinsierl still believes humans are needed for type design. He describes his involvement as “assistant coach,” guiding the AI system to recognize good pairings. If anything, digital tools are lowering technical barriers, allowing more creatives to explore custom type design. I removed the discussion of AI in my article on custom wordmarks but found this article insightful and inspiring for future research.

Wycoff, K. (2023, May 18). *Thought Leadership: How-To Create a LinkedIn Content Strategy*. Forbes.
<https://books.forbes.com/blog/thought-leadership-how-create-linkedin-content-strategy/>

This article outlines a comprehensive eight-step guide for building thought leadership on LinkedIn. It emphasizes the importance of authenticity, brand credibility, and strategic content planning to establish authority in a professional niche. I learned that thought leadership is really about service, not self-promotion. True thought leaders share their expertise to help others grow, solve problems, or improve their lives.

The guide also covers practical tactics like using LinkedIn’s featured section. This feature helps showcase thought leadership and ensures key pieces of information remain visible to profile visitors. By publishing valuable content on LinkedIn, users can also earn backlinks when others reference or share their work. Backlinks boost visibility and credibility, and supports SEO efforts across platforms.

Reports

2024 Edelman - *LinkedIn B2B thought leadership impact report*. Edelman. (2024).
<https://www.edelman.com/expertise/Business-Marketing/2024-b2b-thought-leadership-report>

The B2B Thought Leadership Impact Report is Edelman and LinkedIn’s sixth iteration of their examination of how thought leadership influences the buying behaviors of B2B decision-makers and C-suite executives. In it, business leaders can discover ways to refresh their approaches and delivery of thought leadership. The main idea is to provide the tools needed to convey what a company stands for — to make their brand stand out in a competitive environment.

I referenced this year report in the early stages of my content creation research. I was looking for methods and platforms to best deliver thought leadership. In addition, I needed a better understanding of the benefits that thought leadership content provides businesses. This report offered many LinkedIn tactics to try, and insightful factoids about B2B decision-making. Among

the most important are the three key attributes of thought leadership. First, it must reference strong research and data. Second, it must help buyers understand the challenges and opportunities facing their business. And last, thought leadership should offer concrete guidance and case studies.

Gardner, B. (2025, June 16). *2025 Logo Trend Report*. LogoLounge.
<https://www.logolounge.com/trend/2025-logo-trend-report>

While the article I referenced in GDUSA magazine offered a great introduction, the online version provides the full 2025 Logo Trend Report from LogoLounge. It's a comprehensive dive into the evolving landscape of logo design, curated by Bill Gardner. The report identifies key movements shaping the future of branding, which I was hoping to avoid in my analysis of what makes wordmarks timeless.

With that said, Gardner offers an interesting breakdown of the most compelling themes and trends. Among them is a category he describes as "Typemelts." These are wordmarks fused with squishy letterforms that break traditional ligatures. Another example is "LongLegs," where the ascenders and descenders of certain letters are extended to create interesting, memorable logos. Since I've used similar technique in my own design, I made sure to include examples of these trends in my LinkedIn thought leadership carousel posts.

Videos

Blatner, A. (2024, September 16). *LinkedIn Thought Leader Ads: Full Step-by-Step Guide (2025)*. YouTube. https://www.youtube.com/watch?v=_UVFFTAkAAo

Blatner provides a few helpful reasons to consider using LinkedIn Thought Leader ads for businesses. Among them, Thought Leader ads are able to be boosted by individuals, so they aren't coming from a faceless enterprise. In essence, the ad is coming from a person, allowing for a more authentic and genuine connection with the audience. He outlines exactly what Thought Leader ads are, the major use cases, and the best times to use the. Blatner also walks the viewer through the steps to set one up.

I watched this video several times to follow the correct steps in setting up an ad. I also found it helpful to understand why an ad coming from me, rather than my business, would work better. Thought Leader ads get 3 to 4 times higher engagement rates compared to company page ads. Blatner explains what we've always known – people prefer to engage with other people.

Chin, S. (2024, February 23). *The Best Fonts, According to Science*. YouTube.
https://www.youtube.com/watch?v=7g_7Cr1vEnM

This video, produced by SciShow, provides some interesting facts, based on research, about our preference for certain fonts. While studies show that people perceive sans serif fonts to be more legible on screens, more people tend to gravitate towards serif fonts by default. There is probably some psychology to these findings, and some of it may be based on our upbringing. For example, many teachers taught us to use specific fonts for our papers, like Times New Roman. Interestingly, the researchers also found that there is no advantage for either serif or sans serif fonts for legibility, comprehension, reading speed, or reading time in either print or online.

The results for distance reading, however, were remarkably different. In a test to simulate legibility of road signs, Gill Sans and Avenir Medium products the best results from far away,

offering some evidence that maybe Sans Serif fonts are easier to read. Bold fonts, large font sizes, and upper-case letters all tend to help from a distance. Another study showed that fonts with more open shapes and contours were easier to read than letters that are more smooshed together. For logos, important design decisions play a role in making wordmarks more legible from further away. Starting with certain fonts like Courier, which has very wide letters and long serifs, makes the distance between each letter bigger, and potentially easier to read and recall.

Delescen, R. (2022, September 3). *How To Make a Carousel Post For LinkedIn (2025)*. YouTube. <https://www.youtube.com/watch?v=jwBftdwKZ5s>

In this short YouTube video, Delescen offers some basic information on how to create a carousel post for LinkedIn. Specifically, he walks the viewer through the process using Canva, showing how to set up the file, design the individual slides, and exporting the file as a PDF.

He also references a few LinkedIn authors that get a lot of engagement and shares the type of content that works for them. While Canva suggests using a format of 1200px x 1500px, Delescen recommends 1080px x 1350px based on the examples that received the best results. For my carousel posts, I plan to test both sizes in order to see if the dimensions really matter. I also learned that arrows encourage users scroll on mobile devices, since the LinkedIn arrows only appear on hover. Last, it's best practice to add a call to action on the final slide.

Keywords Everywhere. (2023, March 28). *How To Do Keyword Research for LinkedIn*. YouTube. <https://www.youtube.com/watch?v=YCHYOMQiwZ8>

In this video, Kenneth Fong brings the viewer through specific steps to do keyword research in LinkedIn. While the research in the video is for a job search, I found it helpful and relevant to performing keyword research for the topic of my LinkedIn article, logo design. In my search, I came across job descriptions for brand design positions that used similar keywords.

In addition to leveraging the keywords in my article, I found it just as important to incorporate those keywords into my LinkedIn profile and corresponding "About" section. That way, people searching those terms may come across my profile, even before seeing or reading the article. The most impactful tool, however, was Keywords Everywhere. Once installed, the Keywords Everywhere plugin will provide keyword results, along with questions that people are asking online that are associated with those keywords.

Steinberga, V. (2024, February 27). *How to Create Stunning LinkedIn Carousel Posts (Works In 2025)*. YouTube. <https://www.youtube.com/watch?v=tipVuotC7VE>

Vendy Steinberga is social media influencer that specializes in providing content for small businesses. Many of her videos are made in partnership with digital brands. As such, she provides affiliate links and obviously advocates for users to try those products. In this video, Steinberga discusses how AI Carousels can help streamline the process of creating Linked Carousel posts.

Steinberga provides fantastic rationale for creating and sharing LinkedIn posts. For example, carousel posts encourage users to scroll which keeps them engaged longer. The LinkedIn algorithm favors posts that users spend more time with. Steinberga is also a great example of a thought leader in the field of digital marketing, and has amassed over 25K followers on YouTube. I found it helpful to how she presents her personal brand online. She's cheerful, energetic, and confident — all traits that help establish trust and believability among viewers.