

Your logo – create it yourself for free

No logo yet? No problem. With these free tools you can design a beautiful logo in 15–30 minutes – no previous knowledge needed. 🌿

What makes a good logo

- **Simple:** a symbol and your name are all you need.
- **Few colours:** 1–2 colours, ideally matching your website colours.
- **Easy to read:** still recognisable when very small (e.g. as the icon in the browser tab).
- **Your name** or company name should be part of it.

Which file I need from you

- **PNG with a transparent background** – so the logo has no white box around it.
- **Even better, an SVG file as well** – it stays sharp at any size.
- You only have a normal image (JPG)? That's fine too – further down you'll see how to convert it.

These tools are really free

Designing and downloading cost nothing, and you may use the logo for your business.

Tool	Language	Sign-up	What you get for free	Good to know
1. Zarla zarla.com/free-logo-maker	English	not needed	transparent PNG + SVG	Easiest: enter your name, pick a style, done. No watermark.
2. Adobe Express Adobe Express AI logo	German	free Adobe account	transparent PNG	Don't use elements with a crown 👑 – they cost money.
3. Canva canva.com/logos	German	free account	PNG (with background)	A transparent background costs extra – remove it afterwards with a free tool (see below).
4. Namecheap Logo Maker namecheap.com/logo-maker	English	free account	transparent PNG + SVG	Symbols are rather modern and plain, less playful. Handy if you also buy your domain there.

AI for ideas 💡

With **ChatGPT** or **Gemini** you can generate logo ideas, for example:

“Create a simple logo for a Reiki practice called Lightroom, colours sage green and sand, on a white background.”

Careful: lettering in AI images is often wrong. Use the result as inspiration and rebuild your logo in Zarla, Adobe Express or Canva.

Better avoid these tools ✖

Designing is free here, but downloading costs money – or business use is not allowed:

Looka · Logo.com · Brandmark · LogoAI · Wix Logo Maker · Turbologo · LogoMakr · Kittl · Freepik · Recraft · Ideogram

Microsoft Designer is meant for personal use only – so it is not suitable for a business logo.

Converting files

Best tip first: Did someone design your logo for you (designer, print shop)? Ask them for the file as SVG, PDF, AI or EPS – that is the best quality.

Remove the background → transparent PNG

- **Windows 11:** Open the image in Paint → “Remove background”. Free, no sign-up.
- **Mac:** Open the image in Preview → “Remove background”.
- **Online:** [Adobe Express background remover](#) – free with an Adobe account.

Convert to SVG (works well for simple logos with few colours – not for photos or gradients)

- [Adobe Express “Convert to SVG”](#) – free.
- [SVGcode](#) – free, no sign-up, runs right in your browser.

Enlarge a small logo

- [Adobe Firefly upscale](#) – free with an Adobe account (limited number per month).
- [Upscayl](#) – free program for your computer.

Better not: remove.bg (shutting down end of 2026), Potoroom and Let’s Enhance (watermarks), vectorizer.ai (download costs money).

Good to know

A logo from a template or made purely with AI is not legally protected and not exclusive – someone else could have a very similar one. For getting started that is perfectly fine. If you later want to register your logo as a trademark, have it designed by a designer.

Tip: Do a quick Google image search to check whether a very similar logo already exists.

Done?

Upload your logo in the form “Additions & changes” – you will receive the link by email after our 15-minute call. Ideally as a PNG with a transparent background, and an SVG as well if you have one.