


Logo design

I've been designing a bunch of logos, business cards and corporate identities for new businesses and political candidates.

When creating a logo, I try to understand the nature of the business, the target market, the message my client wants to communicate and the personalities of the business owners. I work closely with the client to create a design that they feel best expresses their message. After discussing their needs and wants, I present several idea concepts for client feedback before finalizing their preferred version.

In designing a logo, it's also important to consider a variety of technical factors. The logo needs to look good and be understandable at a variety of sizes, from business card (or even smaller if it will be printed on a pen, for example) to billboard. It needs to work in both black and white and in full color, and in print and on screen. Often clients want to use their logos on embroidered or embossed items (such as those available from S Bassett Enterprises) so the logo will need to work on those media, too.

This logo was created to work on billboards, mailers and yard signs for David Hanschen's judicial campaign. I turned the "David" vertically so the proportion of the logo would fit better on a sign. I chose to use the standard capitalization of "David" so it would have a horizontal line on the top and the bottom. "Hanschen" is set in a font called Century Schoolbook, which you may recognize from the old "Dick, Jane and Sally" books. This choice was a nod to the importance David places on taking care of children in our family courts.




For C Care Solutions, I created several draft ideas, illustrated below. The client wanted a bold, powerful design and we were concerned with finding a way to separate the "C" from the "Care" without using punctuation. We decided on the logo to the left, which uses the extended lower case "l" as a natural divider.



All these logos feature wordmarks, to encourage brand and name recognition. To establish a presence with a symbol that does not include your name would require an investment on the scale of what Cingular spent to launch their new logo, and so far none of my clients have chosen to go that route.

For Symmetrex Solutions, I created a variety of logos focusing on the ideas of symmetry or puzzles, to correspond with the client's tagline, which relates to missing puzzle pieces. Working closely with the client, we decided to drop the puzzle from the logo, and fine-tuned typography, colors and shapes to communicate professionalism, creativity and technology, until we created the final logo to the right. The stacked S's behind the text can be used on their own, as they're used as a watermark on the business card design.

