

Logoworks®

the ultimate logo book



what makes a great logo?


A great logo does more than just represent a company, product, or service. It evokes an emotional response (think Disney). It creates desire (think Haagen-Dazs). And, the very best logos forge a sense of community among the people who love the brand (think BMW, Harley Davidson, Apple, and Nike).

Your logo is just one part of a corporate branding program, but it is arguably one of the most important pieces—it is the reflection of your organization's culture, its purpose and goals, as well as the values and aspirations of your customers. Ultimately your logo stands for everything your company or product represent.



what makes a great logo? (cont.)

The best logos share three important qualities. First, they communicate an idea, a description, a principle, or mood. Customers recognize the logo as a symbol of everything a brand represents. How well do these associations work? Well, try this experiment: name the department store known for incredible customer service. Name the car brand known for safety. Name the beverage known as the “King of Beers”. Can you picture their logos? Exactly.

The bottom right corner of the slide features three overlapping geometric shapes: a light blue triangle at the bottom left, a light orange trapezoid in the middle, and a yellow triangle at the top right. These shapes are separated by thin white lines and create a modern, abstract design.

what makes a great logo? (cont.)

Second, great logos are practical. They work in all different sizes. They work in full color or in black and white. They work in advertising, in store displays, on packaging, on billboards, and so on. They are simple, clean, and consistent.

Lastly, all good logos share something else—they're aesthetic. Some cleverly play on a company name, or present incongruous elements in an interesting visual puzzle. Others are simple representations of an idea or word. But all catch the eye and your attention in a unique way.

The following pages feature a few of the 20,000+ logos designed by the experts at LogoWorks.





When Johnson & Johnson formed a new sales and marketing team focused on ethnic markets, they asked LogoWorks to create a logo for the team. They asked for a logo with vibrant colors and a mark that represents various cultures and values. Finally, the logo had to include the company's signature. At the end of the project Arati Patel said, "I really loved this process because with a busy day of work, it was very easily accessible via the Internet. I was very happy with the variety I received. Great work!"





“The process was very simple but yet, LogoWorks gave us so many options to choose from. Overall, our company was very satisfied with the quality of service provided. Thank you!” *Etsuko Shibata, MET Logistics, Inc.*











VERTICAL LIMIT

TEEN ENTERTAINMENT CENTER

"Thank you for the logo. It has the feel that I wanted and the speed you finished the logo at was terrific. I thank you for the hard work." *Anthony Gonzales, Vertical Limit*







“Palmer Entertainment was looking for a logo to represent their concert and independent film production company. They asked to see several ideas that combined a retro 70s funk style with a 21st Century feel. LogoWorks provided several original concepts, then combined two of them to create the final logo. Ray Delio told us, it was a “...very thorough and excellent service for the price. I will definitely use your service again.”



"This process could not have been more positive. I absolutely love Logoworks and will refer all my friends and associates."

Jim Sharp, Reel Life Filmworks







"Excellent work! Kudos to the designers and thank you for your wonderful revisions. We got the logo we love to represent GrooveScape. Thank you, thank you, thank you!" *Julian Hernandez, GrooveScape Records*



“Samuel Salomone of JEEP 4 Cheap came to LogoWorks after several failed attempts by freelancing friends to create the right logo for his growing business. He suggested we try a few concepts with a mountain in the background. We gave him eight very different ideas (including the one shown here) then refined his favorite. Here’s what he told us: “You did an awesome job and I will use you for future needs!!” *Samuel Salomone, JEEP 4 Cheap, Inc.*





"The guys at The Movie Gang told us their ideal logo would be one that showed a 1930's gangsters on each side of their logo. The LogoWorks team went to work on several concepts, including this one that impressed them the most. They told us, "You have made the process very easy, affordable, and your artists are very talented. We will definitely be using your services again."



"Thank you so much for your continuous effort making my logo.
I really appreciate this. I will remember your name for future reference.
Thank you." *Jeong Won Shin, Boston Tufts Orthodontic Clinic*







SIX
HILLS



Development
CORPORATION





"The process was very smooth! Great job on concepts and revisions. I like the quick and accurate revision process. Thanks for your creativity! We look forward to publishing our logo for the world to see!!" *Bob Henshaw, Angler Depot*





PERFORMANCE
REAL ESTATE

"Thanks for another great logo! Can't wait to see how you layout our business cards and letterhead." *Tina Stewart, Performance Real Estate*





CONROY & ZINNA CAPITAL RESOURCES INC.

————— **MANY NEEDS. ONE RESOURCE.** —————

“We are very pleased with the logo and can’t wait to see it in print!! Thanks LogoWorks!” James Conroy, Conroy & Zinna Capital Resources





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"I am pleased with your service and will continue to use your company's expertise for our future projects." Laura Salinas,
Prudential CA Realty

like what you've seen? it's time to get your own customized logo!

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You'll Get:

- Custom logo design tailored to meet your business's needs
- Initial concepts in just three business days
- A team of 2-5 designers working on your logo
- 4-10 or more unique logo concepts to choose from
- Satisfaction Guarantee

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Our design consultants are available M-F, 9 to 9 eastern time to talk about your project, provide ideas, and answer any questions.



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