

LOGOS

Keys to a strong logo

A quick glance at your logo can give an individual the impression your organization is modern and professional or outdated and amateur. Here are three benefits of a well-thought-out and effective logo:

- **It reflects your brand identity**

A strong logo gives people a sense of what you do and who you do it for. Obviously, a single image can't say it all. But in subtle and even subconscious ways, it can say a lot.

- **It establishes a sense of trust**

A simple, polished logo creates trust between individuals and your organization. Viewing a visually appealing logo legitimizes your organization in people's mind. A strong presentation leads to a strong perception. On the flip side, a poorly crafted logo creates skepticism and distrust of your organization.

- **It helps you stand out from the crowd**

A recognizable logo is a way to stand out. It's an opportunity to seed your brand in the brains of consumers. The more people who know and remember your logo, the more established your brand becomes.

Signs it's time for a logo redesign

So how do you know when it's time to redesign your logo? Here are a few key indicators your logo needs a revival:

- **It makes people think they traveled back in time**

Think about visiting a website designed a decade ago. Or a house decorated in the 1980s. You can easily tell it's dated. Trends and tastes change, and that can affect perceptions of your logo. What was once modern and compelling can lose its power over time. When people see a logo that looks outdated, they perceive an organization as out-of-touch with modern best practices.

- **It doesn't represent your evolution**

Businesses evolve. They have to in order to survive. You grow your organization based on opportunities and strengths. That means you may not be the same business as when you started. As a result, your logo no longer accurately reflects what you do and who you do it for. If that's the case, your logo may not be "you" anymore and its time to bring it back in line with your organization.

CURRENT LOGO



ALLIED
ELECTRIC SIGN
& *Awning*



ALLIED
ELECTRIC SIGN
& *Awning*



ALLIED ELECTRIC SIGN
& *Awning*

How to Maintain an Effective Logo

If you decide it's time to do some work on your logo, here are a handful of tips for getting it right—and keeping it right:

- **Make it simple**

Since your logo is a singular visual representing the entirety of your business, your initial temptation will be to pile every aspect of your organization into the tiny image. Resist that temptation! Think about the logos for Target or Google or MTV. They're all simple, but they incorporate ideas and design elements that reflect the purpose of the organization. The best logos find ways to say a lot with very little—a font, the use of lines and shapes, or the choice of color (or lack thereof). The simplest logos tend to be the most long-lasting and iconic.

- **Test it outside**

You know your organization. You know what you do and who you do it for. You are biased. Sure, everyone can have an opinion. But your opinion of your logo is skewed. It's always a good idea when redesigning to get opinions of your current logo and any potential new logos from people who have no idea who you are. Find out whether they react positively to the logo, how it makes them feel and what it makes them think about the organization.

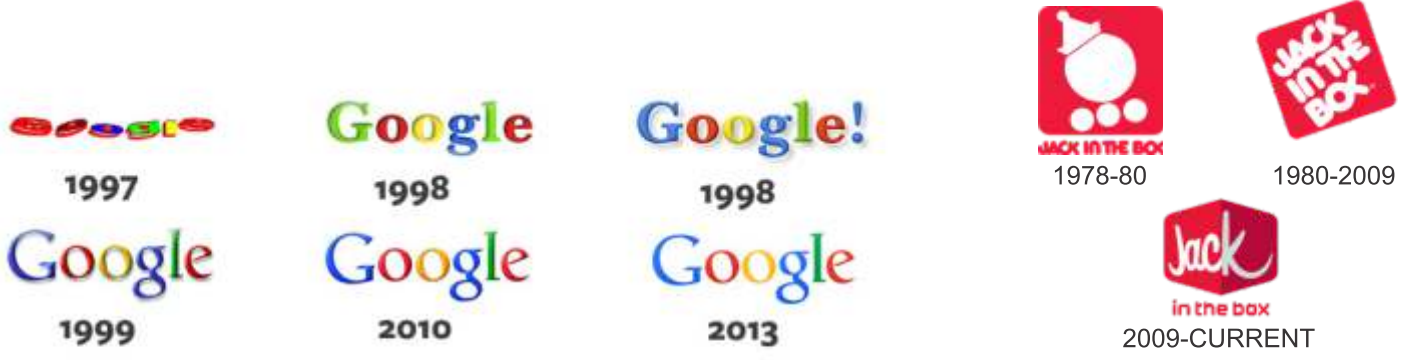
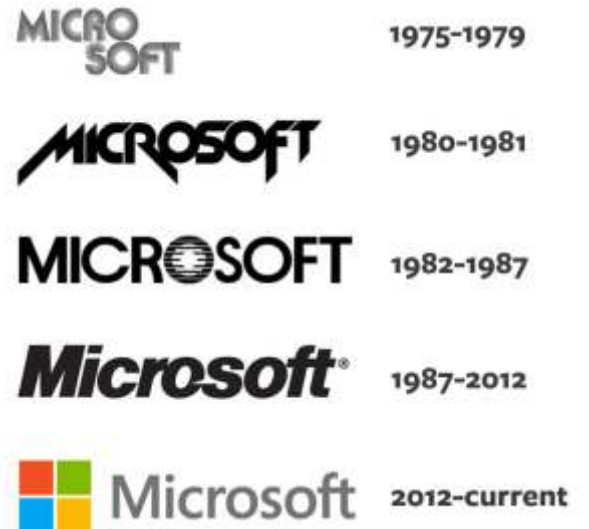
- **Assess it and refresh it**

Yahoo got a lot of heat because their new logo looks similar to the old one. But that's really the purpose of a refresh. In most cases, like Yahoo's, you're not trying to change entirely—but simply breathe new life into the logo. Make it look like it exists “in the now”. To that end, it's a good idea to regularly assess your logo to see if it still holds up. Does it show any of the three signs listed above? If so, don't be afraid to make some adjustments.

Conclusion

Just like your website, your logo creates an immediate impression. Within seconds of viewing, it gives people a perception of your business that can be tough to shake. A logo is not the end-all be-all of your organization, but, like all marketing efforts, it certainly makes a difference. It's an important piece of the marketing puzzle.

GOOD EXAMPLES OF THE EVOLUTION OF LOGOS



PROPOSED LOGO

CONCEPT

AvantGard
BK Bt Bold



The new “A” has a solid base. Showing our customers we build strong solid signs and are a solid business. It showcases the “banner shape” from our previous logo. Reminding customers of the our sign business and maintaining the history and legacy of our previous logo.

AvantGard
BK Bt Bold

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& AWNING

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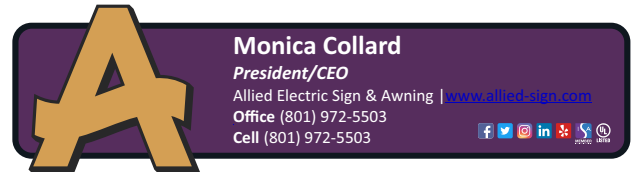
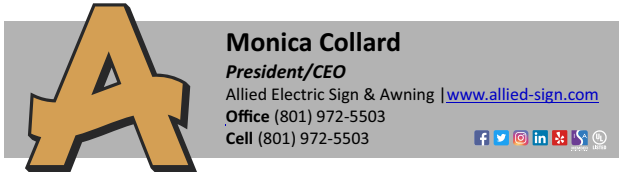
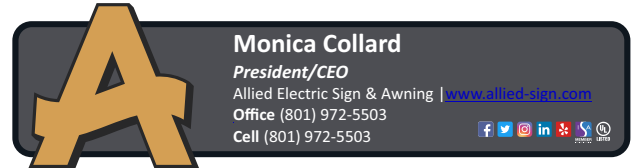
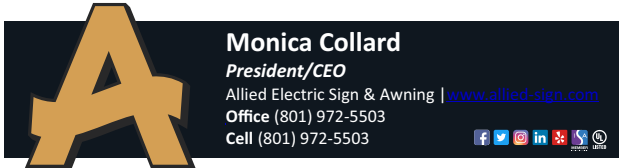
AvantGard
BK Bt Bold

ALLIED
ELECTRIC SIGN & AWNING

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ELECTRIC SIGN & AWNING

EXAMPLE OF EMAIL FOOTINGS CONCEPT



EXAMPLE OF TRUCK WRAP CONCEPT



EXAMPLE OF BUSINESS CARD CONCEPT

BUSINESS CARD

PMS 7407c

PROCESS C19 M38 Y87 K1
 SCREEN R207 G160 B78
 WEBHTML #CFC404E

PMS 7540c

PROCESS C3 M2 Y0 K67
 SCREEN R76 G79 B83
 WEBHTML #CFC4F53

PMS 525c

PROCESS C78 M00 Y00 K32
 SCREEN R90 G42 B84
 WEBHTML #5A2A20E
 VINYL 3M FLUOR PURPLE 128

PMS Black 6c

PROCESS C78 M09 Y02 K86
 SCREEN R16 G23 B31
 WEBHTML #10717E



EXAMPLE OF TEMPLATE FOOTINGS CONCEPTS



Utah Contractors: 375809-5501 • Nevada: 60486 • Colorado: LIC00247443 • Idaho: RCE-29969 • Wyoming

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			Address: 1920 S 900 W	Designer: Designer	
			S.L.C. UT	Sales: Monica	
			File Name: Allied Electric Sign & Awning (SLC) - Sign Package - 1-1-18		

MANUFACTURING FACILITIES IN - HQ SALT LAKE CITY: 1920 S 900 W S.L.C. UT • (801) 972-5503 NORTHERN UTAH: 2924 Pennsylvania Avenue Ogden, UT UTAH COUNTY: 1852 N. Parkway Court, Springville, UT LAS VEGAS 697 Corinthian Way, Las Vegas, NV



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PSYCHOLOGY OF PROPOSED LOGO COLORS

In art therapy, color is often associated with a person's emotions. There are few things in design that are more subjective—or more important—than the use of color. A color that can evoke one reaction in one person may evoke the opposite reaction in another, due to culture, prior association, or even just personal preference.

PMS 7407c

PROCESS C19 M38 Y87 K1
SCREEN R207 G160 B78
WEBHTML #CFA04E

PMS 525c

PROCESS C73 M100 Y30 K32
SCREEN R90 G42 B94
WEBHTML #5A2A5E
VINYL 3M PLUM PURPLE 128

PMS Black 6c

PROCESS C78 M69 Y62 K86
SCREEN R16 G23 B31
WEBHTML #10171F

PMS 7540c

PROCESS C3 M2 Y0 K67
SCREEN R76 G79 B83
WEBHTML #4C4F53

GOLD

The color gold is cousin to the color yellow and the color brown, and is also associated with illumination, love, compassion, courage, passion, magic, and wisdom. Gold is a precious metal that is associated with wealth, grandeur, and prosperity, as well as sparkle, glitz, and glamour. **NEGATIVES** Gaudy

PURPLE

Purple combines the calm stability of blue and the fierce energy of red. The color purple is often associated with royalty, nobility, luxury, power, and ambition. Purple also represents meanings of wealth, extravagance, creativity, wisdom, dignity, grandeur, devotion, peace, prestigious, mystery, independence, and magic. **NEGATIVES** aloof

BLACK

Associated with power, elegance, formality, and mystery. Denotes strength and authority; it is considered to be a very formal, elegant, and prestigious color. **NEGATIVES** included death, evil, A mysterious color associated with fear and the unknown (black holes). Usually has a negative connotation (blacklist, black humor, 'black death').

Black, when used as more than an accent or for text, is commonly used in edgier designs, as well as in very elegant designs. It can be either conservative or modern, traditional or unconventional, depending on the colors it's combined with. In design, black is commonly used for typography and other functional parts, because of its neutrality. Black can make it easier to convey a sense of sophistication and mystery in a design.

PROPOSED LOGO

PERFECT SQUARE



AvantGard
BK Bt Bold

EXAMPLE OF CREATIVE PROCESS



EXAMPLE OF CREATIVE PROCESS



Arial Rounded
MT Bold



AvantGard
BK Bt Bold



Current
Logo Base



Arial Rounded
MT Bold



AvantGard
BK Bt Bold



Current
Logo Base

CURRENT LOGO

