

OUR LOGO DEVELOPMENT PROCESS

Creating a Strong Visual
Foundation for Your Brand



What a Logo Is (and Isn't)

A BIT ABOUT BRAND

Historically, branding refers to the practice of declaring ownership of goods – shipping companies stamp their names on containers, and ranchers brand their cattle with a specific mark.

The modern concept of corporate branding continues this legacy of declaring ownership, but has expanded to include the understanding that every customer touch-point (advertising, print materials, retail experiences, customer services phone calls, etc) creates and reinforces a belief about the organization in the customer's mind. Modern branding practices seek to establish and reinforce specific beliefs in customers' minds.

YOUR LOGO IS NOT YOUR BRAND

Often, the term "brand" is used interchangeably with the word "logo". But a brand is much larger than a logo. A logo is just a visual mark, but a brand is a set of beliefs determined by an ongoing collection of experiences. The power of a logo is that it declares ownership of brand experiences. When thoughtfully developed and utilized, a logo can represent all of those brand experiences, and act to remind the customer of their good (or bad) experiences with the brand.

LOGOS REQUIRE INVESTMENT (TIME AND MONEY)

Creating a logo is only the beginning. Even the most beautifully designed logos hold little value without investment. Constant and consistent use of the logo allows the mark to become much more than its aesthetic qualities. Apple's icon stands for more than just an apple with a bite out of it. Nike's swoosh holds meaning beyond a visual representation of motion. The value of Coca-Cola's script is not in the visual qualities of the lettering, but in the experience and beliefs that the script represents.



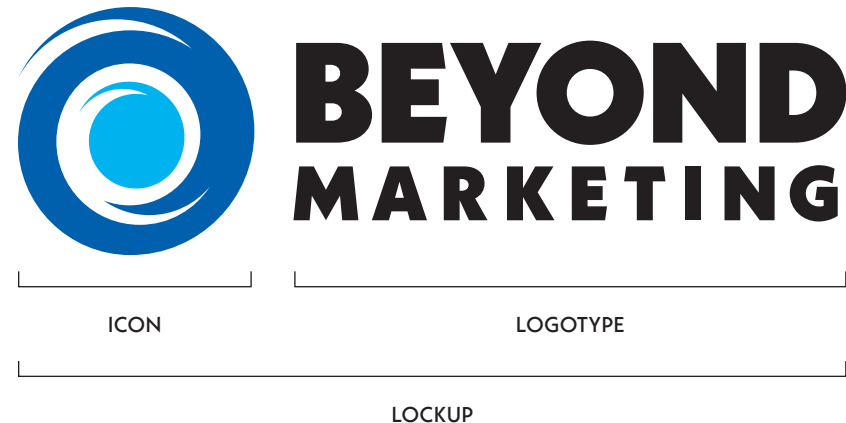
KEY TAKEAWAYS

- A logo declares ownership
- A logo acts to connect brand experiences
- Once brand experiences are accumulated, the logo becomes the visual representation for brand beliefs based on these experiences
- A logo's value relies on constant and consistent use.

Key Concepts: Logo Anatomy

Every logo is different, but most contemporary logos are made up of the following pieces:

- **THE ICON:** This is the "image" part of the logo. We believe that the best contemporary logos include an icon that can be used separately from the full lockup to accommodate social media avatars and web tab icons.
- **THE LOGOTYPE:** This is the "text" part of the logo. Some logos consist of only text – these logos are called "wordmarks". Wordmarks are challenging to use in small sizes, making them less versatile for contemporary usage.
- **LOCKUPS:** A lockup consists of a set arrangement of logo elements. In most instances, a lockup is made from the icon and logotype. Other brands require lockups that pair the logo elements with a tagline, division designators, or service designators.



TAGLINE LOCKUP



DESIGNATOR LOCKUPS

Key Concepts: A Logo Suite

We deliver every logo as a suite of files. Each logo is slightly different, but in most cases, we create horizontal and vertical lockups designed in full color, white, and black, and formatted for both light and dark backgrounds.



Key Concepts: A Logo Family

Some organizations require the development of a logo family. Logo families allow for visual connection between differentiated entities or services.

The example to the right shows the horizontal lockups for AEC's various services. As you can see, the visual treatment of each icon is similar yet different, and all are united by the same typeface and type treatment.



Why Pay a Premium Price for a Logo?

BUDGET LOGO DESIGN OPTIONS

We understand that there are budget options for logo design available. But remember, your logo is an investment and the key visual representation of your brand.

Many discount logo creators pair pre-created, or AI-generated clip-art with a limited library of type options to quickly create logos. Many of these services also deliver one file without guidance on color, thought to utilization, or understanding of the functional aspects of logo use.

THE BEYOND MARKETING DIFFERENCE

At Beyond Marketing, we understand that a logo often establishes the first impression with your customer. Customers often see your logo during their first interaction with your organization – the header of your website, your email signature, on your business card, or in the bumper of an advertisement. Our goal is to provide a unique and thoughtful logo design that helps you put your best foot forward.

All of the logos we design are customized to your product or service and your brand. We don't start the design process until we get to know you. Our process kicks off with an intake meeting, allowing us to build brand meaning and your story into our designs. Even the type we choose is influenced by who you are – if your organization is founded by a woman, we want to make sure we use a typeface designed by a woman. If the legacy of your organization is rooted in aviation, we take a deep dive into the history of aviation to find inspiration.

We also understand that a logo only works if it is easy to use. Every logo is delivered as a suite of files designed in multiple orientations and optimized for both digital and print applications. We also create a PDF guide outlining color formulas and best practices for use to assist you in using your logo clearly and consistently.

KEY TAKEAWAYS

- We never use AI or stock clip art to create your logo.
- We get to know you and your organization before we begin designing.
- We pair what we learn about you and your brand with in-depth research to create a custom logo suite that reflects your organization and allows you to tell your brand story.
- We deliver every logo with functionality in mind – you receive a suite of files designed in multiple orientations and optimized for both digital and print applications.
- We deliver a PDF guide outlining color formulas and best practices for use

Our Logo Design Philosophy

Our designers have over 20 years of combined experience designing and using logos – experience that gives us a practical understanding of what makes some logos work, and what makes other logos challenging to use.

The following beliefs summarize how we approach logo design and represent our goals for providing you with the most useful and effective logo possible:

- **We believe that the best logo designs avoid clichés.** Different is memorable, and we challenge ourselves to create unique, yet appropriate, logos. And this challenge extends to you, the client. We understand that familiarity is comfortable – but by avoiding clichés and working towards a unique logo, we can differentiate your brand, and give you a distinct presence in your marketing space.
- **We believe that the best logos have meaning, and give a nod to the brand story.** By learning about your brand and conducting research, we are able to build your brand story into your logo. Whether this is through the typeface we use (as outlined on page 3), incorporating historical references, or the visual aspects of the icon – we always strive to make your logo a tool to communicate the uniqueness of your brand.
- **We believe that the most valuable meaning isn't always obvious.** In our logo designs, the visual connection to the brand isn't always immediately obvious, and we think that is a good thing! While obvious meaning is easy to control, non-obvious meaning sparks curiosity and requires the audience to engage with the logo. Non-obvious meaning, once recognized, creates an "ah-ha" moment for the customer – and "ah-ha" moments have a wonderful way of sticking in people's memories!
- **We believe that the best logos are created with both form and function in mind.** A logo is only valuable if it can be used in a variety of applications. A visually striking logo that is difficult to embroider and screen print or use in small sizes is not an effective logo. This is why we create every logo to be usable across a variety of print and digital media and in small and large sizes.
- **We believe that the best logo designs exemplify visual simplicity and avoid illustrating a product or service.** Many logos are created to define a brand's product or service, which is why many logos across an industry look the same. Additionally, this illustrative approach to logo design often results in logos with a level of complexity that inhibits functionality. An approach to logo design that incorporates visual simplicity most often results in logos that avoid cliché and forms that maximize functionality.
- **We believe that the best logo designs avoid chasing trends.** While it's tempting to consider current trends when designing a logo, we see logo design as an investment, and a good investment should last for years. Chasing visual trends is appropriate for one-off social media graphics, and may win a design award, but our goal is to create a great logo for you that lasts 10, 15, or even 20 years!

Our Logo Creation Process

STEP 1: CLIENT DISCOVERY

- We work with you to understand your needs and determine the best options and pricing for the process of creating your logo.
- Once the scope of work is determined, we will send you an initial intake form to fill out. This will help us develop a basic understanding of your brand and how the logo will be used. We will then meet with you to discover even more details about your organization's legacy, personality, brand goals, competitors, and overall vision.
- We then conduct additional research to find inspiration in art, culture, history, and anything else we can think of related to your brand.

STEP 2: ADDITIONAL RESEARCH

- We use what we learn from you and what we discover in our research to create a mood board for each concept (based on the number of concepts agreed upon in the scope of work). These mood boards help ensure we are on the same page concerning visual direction before we start on the logo concepts.
- Once the mood boards are created, we present them for your approval. We can make adjustments to these mood boards, if necessary.

STEP 3: CREATIVE MAGIC

- Upon approval of the mood boards, we get to work creating logo concepts.
- Our creative process includes brainstorming, sketching, additional research, iteration, and internal review. We often work through many concepts, each with a variety of iterations, until we land on a set of concepts that we love, that we're confident will work in application, and that we're proud to present to you.

STEP 4: PRESENTATION

- Once we're happy with our concepts, we schedule a presentation meeting and create a slide deck that shares our vision with you.
- During our presentation meeting, we share each logo concept with an explanation of how we incorporated brand meaning. We also include color options and use examples to help you see how your logo will work in action.
- Our presentations also include time for discussion, questions, and your immediate feedback. We then send you a PDF of the presentation deck so that you can further consider the concepts and let us know your thoughts.

STEP 5: REFINEMENT (IF NECESSARY)

- After considering the logo, you may want us to make adjustments. We're more than happy to discuss and present alternate color or typeface options as well as minor refinements to form. We are also more than happy to create additional concepts, if necessary. Please note that additional concepts require revising the scope of work, quote, and project timeline.

STEP 6: FINALIZATION

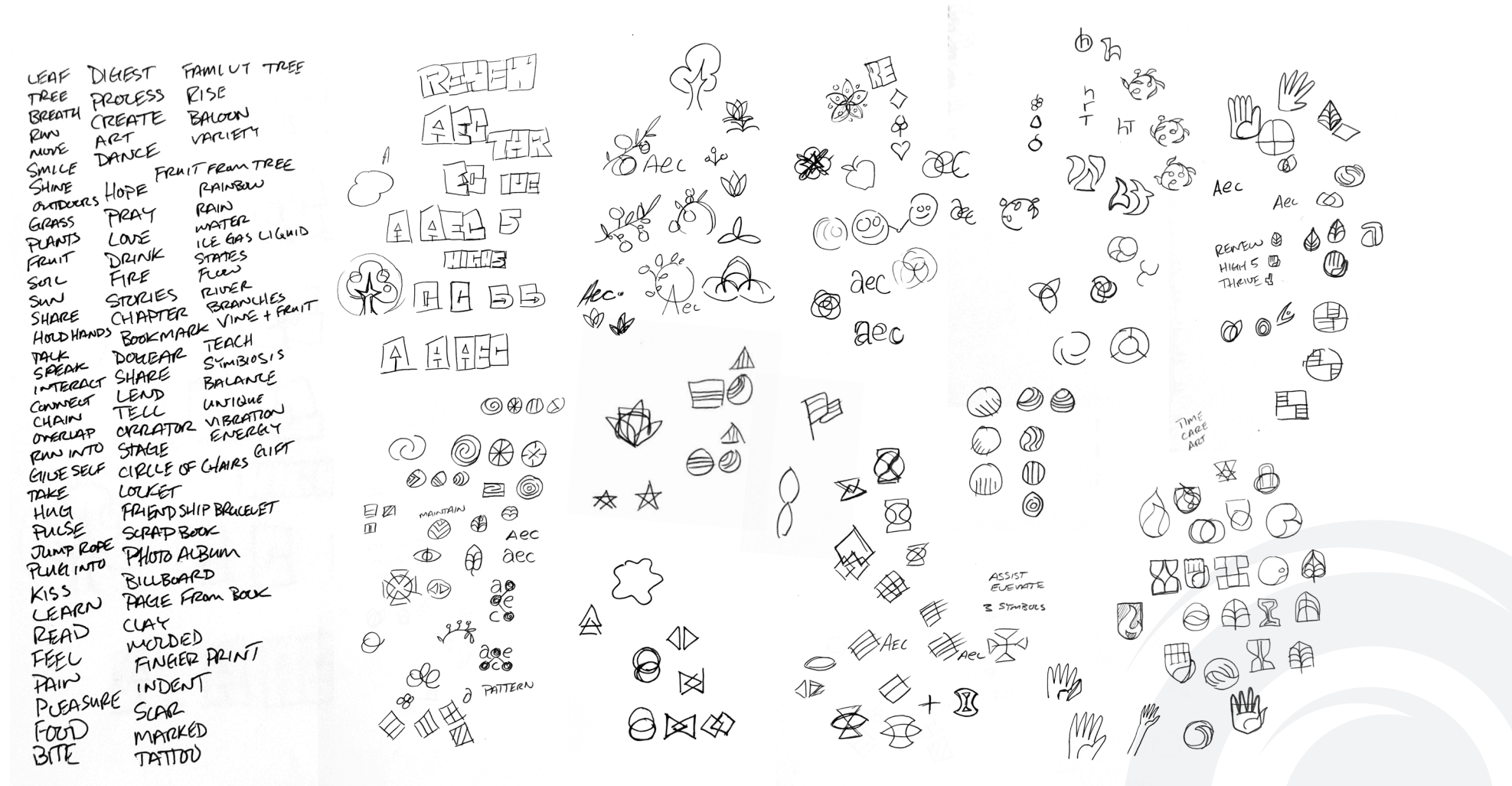
- Once the logo is approved, we build out the logo library and guide as the final deliverables to hand off to you.
- We are always available for any questions you have about the library, guide, or how to best use the logo.

STEP 7: IMPLEMENTATION

- Some clients have resources such as internal marketing or creative teams that allow them to easily begin using the logo independently.
- If you don't have internal design and marketing resources, we would love to assist you in using your new logo. In addition to logo design, we offer visual identity development and design services to help you get the most value out of your new logo.

Creative Process Example: Rough Exploration

Word dump exercises and sketching rough thumbnails help us acknowledge and work past cliché concepts to discover unique approaches to the overall logo concept.



Creative Process Example: Digital Exploration

After sketching, we continue to explore concepts using digital tools and forms to discover which concepts work in a refined form and which don't.

At this point, we also begin exploring typefaces and color palettes



AEC	AEC	AEC	AEC	AEC	AEC	AEC	AEC	AEC	AEC	AEC	AEC	AEC	AEC	AEC
Renew	Renew	Renew	Renew	Renew	Renew	Renew	Renew	Renew	Renew	Renew	Renew	Renew	Renew	Renew
Thrive	Thrive	Thrive	Thrive	Thrive	Thrive	Thrive	Thrive	Thrive	Thrive	Thrive	Thrive	Thrive	Thrive	Thrive
High5	High5	High5	High5	High5	High5	High5	High5	High5	High5	High5	High5	High5	High5	High5

Creative Process Example: Concept Finalization

Once we review digital concepts, we choose the best three to prepare for presentation. We always start with black-and-white concepts to ensure the logo can be screen printed and embroidered.



Your Role

We can create a logo that represents and adds value to your brand without your help! The following bullets outline some ways you can help us create a winning logo.

- **Engage with us** as we work to discover what makes your brand tick. Answer questions thoughtfully and candidly – an honest consideration of your brand will result in the best logo.
- **Allow us to challenge you** in how you see your brand and how your brand is represented. As outlined on page 7, the familiar is comfortable. Our goal is to make the process a little uncomfortable, so we can move outside of the box together. The last thing we want to create is an expected, boring solution. We've found that the most successful way to engage the process is to push ideas as far as we can and reel them back in if necessary.
- **Understand the creative process doesn't like to be controlled.** In fact, control is the antithesis of creativity. We have honed our process to encourage results but sometimes the right concept takes some extra blood, sweat, and even tears to present itself. This may mean additional meetings, questions, or even a bit of frustration – and that's OK! We will work together to meet your timeline and create a logo that you can be proud of for years to come.
- **Trust us.** Our deep-down-soul-level motivation is to give you the best logo we can. We're going to do everything we can to make the process as seamless as possible and give you a logo that meaningfully and effectively represents your brand for years to come.

