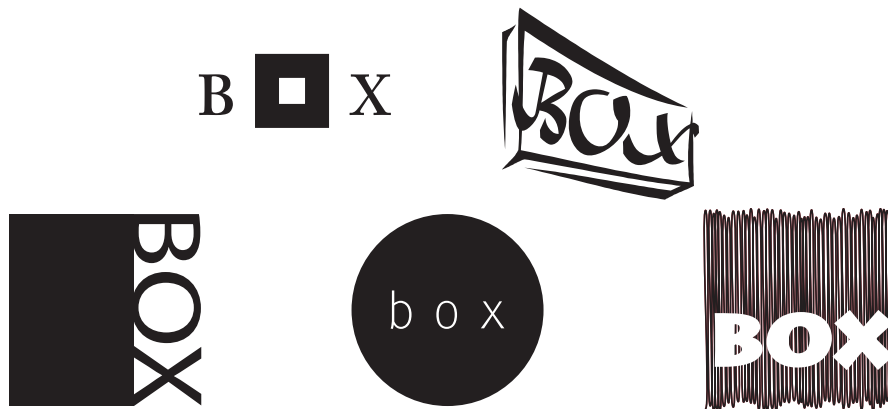


1 STEP 1: STRAW MEN

- > 3-5 VERY DIFFERENT LOGO IDEAS
WHY: DIVERGENT IDEAS GIVE US A NICE PLACE TO START
- > 1" TO 1.5" SIZE
WHY: SMALL SIZE ENSURES LEGIBILITY FOR BUSINESS FORMS/CARDS/ETC.
- > BLACK AND WHITE ONLY (NO SHADING)
WHY: HELPS TO FOCUS CHOICE ON SHAPE AND CONCEPT, NOT COLOR OR SHADING

STEP 1: EXAMPLE

IN THIS EXAMPLE, THE CLIENT LIKED THE CLEAN LINES OF THE FIRST TWO EXAMPLES, THE 3D IDEA, THE TYPEFACES FROM THE CIRCLE AND "SQUARE O" DESIGNS

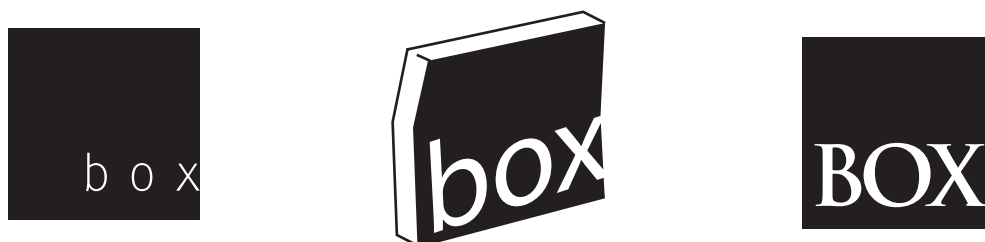


2 STEP 2: FOCUS

- > 2-3 LOGO IDEAS BASED ON CLIENT FEEDBACK FROM STEP ONE
- > 1" TO 1.5" SIZE
- > BLACK AND WHITE ONLY (NO SHADING)

STEP 2: EXAMPLE

THE CLIENT STILL LIKED THE LARGER SIZED TYPE, THE 3D IDEA BUT NOT THE "BENT BOX", AND THE THE SERIF TYPEFACE WAS RULED OUT



3 STEP 3: SELECTION & REFINEMENT

- > 2 LOGO IDEAS BASED ON CLIENT FEEDBACK FROM STEP TWO
- > 1" TO 1.5" SIZE
- > BACK AND WHITE ONLY (NO SHADING)

STEP 3: EXAMPLE

THE CLIENT PICKED THE 3D BOX LOGO



4 STEP 4: FOCUS

- > 2-3 LOGO IDEAS BASED ON CLIENT FEEDBACK FROM STEP THREE
- > 1" TO 1.5" SIZE
- > GREYSCALE SHADING ONLY

STEP 4: EXAMPLE

THE CLIENT PICKED THE MIDDLE SHADING CHOICE FOR THE INTERIOR LETTERS

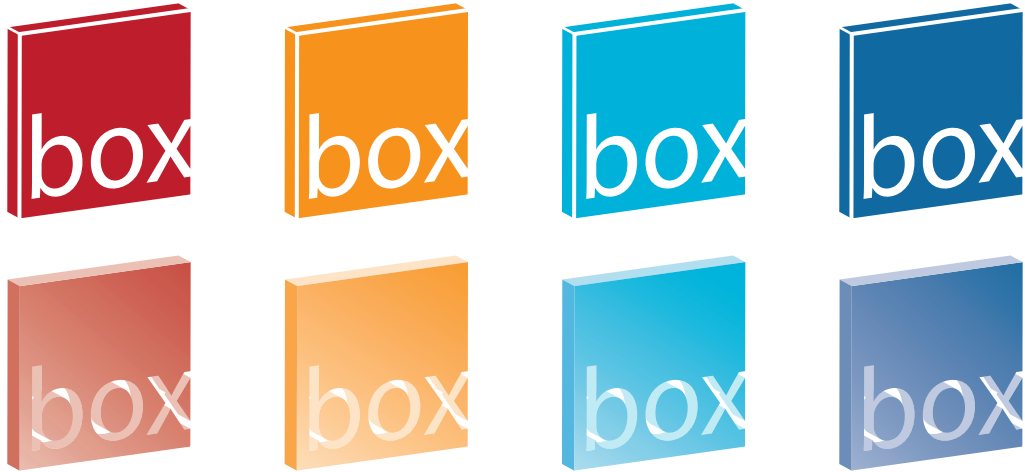


5 STEP 5: COLOR SELECTION

- > 2-4 LOGO COLORS BASED ON CLIENT REQUEST
- > 1" TO 1.5" SIZE
- > ONLY STANDARD INK COLORS SHOWN FOR SINGLE COLOR SIGNAGE AND PRINT APPLICATION

STEP 5: EXAMPLE

THE CLIENT DECIDED TO STAY WITH A LIGHT BLUE BUT REQUESTED TO SEE AN EXAMPLE WITH THE WITH THE OUTLINED SHADING ELEMENT OF STEP FOUR



6 STEP 6: FULL COLOR LOGO

- > 1-2 LOGO IDEAS BASED ON CLIENT FEEDBACK FROM STEP FIVE
- > 1" TO 1.5" SIZE
- > PROCESS COLORS (CMYK) SHOWN FOR MOST PRINT APPLICATIONS / RGB FOR WEB

STEP 6: EXAMPLE

THE CLIENT PICKED THE FIRST COLOR COMBINATION; WEB VERSION THEN MADE



7 STEP 7: FULL LOGO PACKAGE

> THE ENTIRE LOGO FAMILY IS CREATED AND DELIVERED IN MULTIPLE FORMATS
BLACK AND WHITE, GREYSCALE, ONE OR TWO COLOR AND FULL COLOR VERSIONS

STEP 7: EXAMPLE

DELIVERED TO HAPPY CLIENT

