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Orlando Logo Design Package

Case Study

Maximize Management, Inc. is a group of business executives who specialize in turning around distressed businesses and assist fast growing small to mid-sized businesses.

They were not happy with their existing branding and logo design, and didn't feel that it represented the multi-million dollar turnaround results that they were achieving. Our logo design team provided the solution outlined in the following pages. the final logo is now fully implemented and the client is extremely happy with their new brand. This was a clear example of a situation where the brand image did not match the brand reputation that had been built. Market perception of the company and its qualifications are now exemplified by the new branding and logo design.

Logo to be replaced





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Orlando Logo Design Package

A strong image is central to achieving peak brand recognition. Your company logo says volumes about how your customers perceive you. A creatively designed logo can transform your name into an effective branding tool that will serve as the central point of all of your marketing, advertising and printing. Why not consider what a difference an effective, creatively designed logo design can make for your business.

Phase One:

Consultation and Research

If you are in the Orlando area, we will meet face to face with you and your key personnel to learn what your company is all about - your products or services, history, target market and marketing strategy. We also want to look at your competitors, to position your brand properly without infringing on any existing design ideas. Once we have absorbed all we can about your company and your market, the creative logo design process begins. Our goal is to find just the right image to define the brand that is perfect for your company.

Phase Two:

5 Distinct Logo Ideas + 5 Variations Per Idea + Font Choices

The Creative Process

Let us take the mystery out of the creative process! Once we have done our homework, the logo design work begins. Our artists have the ability to provide us many different ideas. Our goal is to explore all potential solutions in order to arrive at just the right look for you. We will focus this creative work on developing **5 separate, distinct design solutions**. All logo design renderings will be presented utilizing high resolution color laser prints or electronic pdfs like this one delivered via email.

Symbols and Fonts

Analyze any logo design and you will see distinctive symbolism and proper use of fonts. We have access to 1000's of designers fonts and will put together a sampling of **10 great fonts that fit the brand that we are creating**. The style that is chosen has much to do with the final look of the logo. A symbol can be realistic or conceptual. It can use an acronym to form a memorable design. Some logos use devices, swishes or geometric shapes to create interest. Others use illustrations, cartoons or photographic elements to achieve their purpose. If a logo communicates a feeling of what your company is all about in a professional, concise way - it has accomplished its purpose.

Variations

Each logo design concept that you review can have the possibility of several sub-variations within it. The colors used, the fonts chosen and the layout of the design can subtly change each one of the 5 concepts presented. You will see **5 design variations** along side each of the 5 original design ideas.



Logo Design Package - continued

Phase Three:

Refinement and Finalization

When you have decided on the logo design ideas that work best for you, the design will be revised and refined into the final look. One or more concepts may be combined or altered slightly to yield many possible choices along the targeted design path. This fine tuning allows us to explore a wide range of solutions that will ultimately lead to the logo that is perfect for you and your company. At this stage, you may exchange colors, type fonts or layout of the elements of the design. You are in the drivers seat to modify your design to fit your personal tastes.

Phase Four:

All Files Created For Business Card, Letterhead & Envelopes.

Implement Your New Logo!

Once your logo is complete, we will provide proofs for your business card, letterhead and envelope. Proofs will show the placement of all pertinent information. The font to be used for secondary copy (name, phone, etc.) will be established. Files will be provided on 3 identical CD disks holding all camera ready artwork and logos. File types will include jpeg, illustrator and tiff in full color and one color. Many times logos must be used in a single color ink, so it is important to plan for this application to maintain the continuity of your brand.

We Design For Your "Real World" Use.

Our design takes into account the anticipated use and we will show you how your logo will fit into your existing products, brochures, signage, vehicles, web site, etc. Providing a solution that looks great is important, but it must be also easily implemented into your existing marketing structure in a cost effective manner too!

Lets Print It!

Now for the best part, lets put that logo into use and see some results. When we create a uniform branding solution for all your printed materials, the impact will be outstanding. Business cards, new brochures, updated web sites, vehicle identification, correspondence on professional stationary all will contribute to the new you! You'll be pleasantly surprised as clients start noticing how good your materials look. **At BrandTastic we take great pride in making you look great!**

Ongoing Logo Help Whenever You Need Us!

Anytime a vendor needs your new logo design, just call - we will email whatever file type they need at no additional charge to you.

The Client Will Own The Final Logo & Retain All Rights To Its Use.

We hold no rights to your new logo, it becomes your property and you are able to register it to protect it's unauthorized use if you would like.

Unlimited Designer Font Choices

Maximize MAXIMIZE

Maximize MAXIMIZE

Maximize MAXIMIZE

Maximize MAXIMIZE

Maximize MAXIMIZE

Maximize MAXIMIZE

Maximize MAXIMIZE

Maximize MAXIMIZE

Maximize MAXIMIZE

Maximize MAXIMIZE



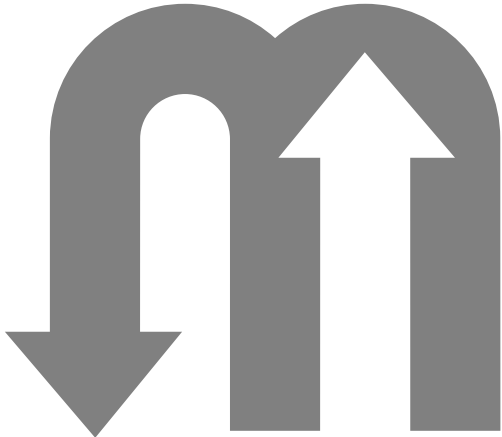
5 Distinct Logo Ideas



Idea #2



5 Distinct Logo Ideas



**MAXIMIZE
MANAGEMENT, INC.**

Idea #3



5 Distinct Logo Ideas



Idea #4



5 Distinct Logo Ideas



Idea #5



5 Variations Per Idea



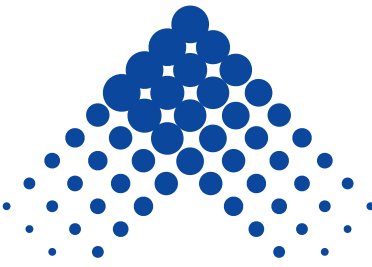
Variations on Idea #1



5 Variations Per Idea



MAXIMIZE
MANAGEMENT, INC.



MAXIMIZE
MANAGEMENT, INC.

Variations on Idea #1



5 Variations Per Idea



Variations on Idea #2



5 Variations Per Idea



Variations on Idea #2



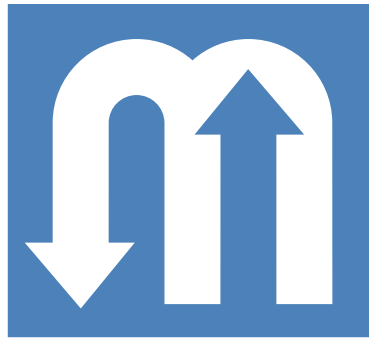
5 Variations Per Idea



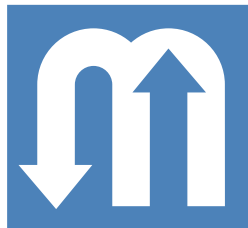
Variations on Idea #3



5 Variations Per Idea



MAXIMIZE
Management, Inc.



MAXIMIZE
MANAGEMENT, INC.

Variations on Idea #3



5 Variations Per Idea



Variations on Idea #4



5 Variations Per Idea



Variations on Idea #4



5 Variations Per Idea



MAXIMIZE
Management, Inc.



MAXIMIZE
Management, Inc.



MAXIMIZE
Management, Inc.

Variations on Idea #5



5 Variations Per Idea



Variations on Idea #5



5 Distinct Logo Ideas



Idea #1



Refinement & Finalization



Executives Maximize Business Performance

new font for name



Executives Optimizing Business Performance

new font for name



Executives Optimizing Business Performance

new font for name



Refinement & Finalization

for some applications
this type of logo allows
for a stacked layout also



**MAXIMIZE
MANAGEMENT, INC.**

Executives Maximize Business Performance



**MAXIMIZE
MANAGEMENT, INC.**

Executives Optimizing Business Performance



**MAXIMIZE
MANAGEMENT, INC.**

Executives Optimizing Business Performance



Refinement & Finalization



M steps up



Only far left leg is lower



M is all even



white around arrow defines shape better, and green would work too



Maximize Management's New Logo!



Executives Maximize Business Performance

A touch that adds class to this logo came when the gold color was done in an embossed gold foil.

Wow, what a great impression that makes!





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All Files Created For Business Card, Letterhead & Envelopes.

LETS PRINT IT!

William C. De Temple
Chief Executive Officer



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