

ID IDENTITY DESIGN



Horse Radio Network wanted a logo for their new morning show that was cheerful and inviting. Graphic symbols of radio sound waves are incorporated into a horse head graphic, with warm yellow colors blending to mimic a sunrise.



www.moneyforschool.com

Tom Pabin, owner of Class 101, is a fun guy who takes his business of preparing students for college seriously. The use of bold, traditional business colors communicates Class 101's professionalism, but the whimsical use of the tassel puts a fun twist on the logo.



KYPIPE

PIPE 2010.

www.kypipe.com

Doug and Kate Wood wanted a contemporary logo to reflect their company's innovative approach to developing software for water system analysis. The abstract representation of swirling water in an open pipe can also stand alone as a trademark.





Craig Wood owns a boarding farm and wanted a logo to use on stationery and signage. This design reflects the peaceful and idyllic setting of the farm through the imagery of a horse quietly grazing under a tree.



CRETE DEFENDER

Permanent Concrete Protection.

<http://cretedefender.com>

This logo was created for a product that penetrates concrete and permanently protects it from salt, harsh chemicals, and freeze/thaw damage. The mark incorporates letters "C" and "D" from the product name and combines them with sword imagery to communicate defense.



Horse Radio Network wanted a logo that was fun and memorable. The radio microphone adds a twist of humor by incorporating a horse head cartoon. The call letters (HRN) were modified to reflect the feel of a livestock brand.



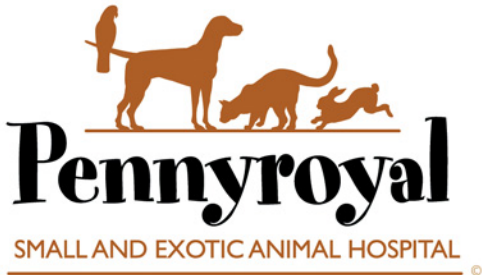
Willis and Carter Suter, owners of Suter Mechanical, commissioned this logo for their new business. They specifically requested “letters that lean forward” to visually suggest their company is always on the go and ready to tackle any job that comes their way.



Pam Combs specializes in elegant window treatments. Her logo needs to appeal to high-end clients in her rural community. The typeface treatment is traditional, but the flip of the tassel keeps it from looking too stuffy.



Mike Dowell, owner of DeluxGear, creates innovative camera accessories. His vision for brand imagery was a contemporary treatment that communicated quality. The triangle represents the stability his products bring to photographers, the red, blue and yellow shapes convey an aperture's movement.



www.pennyroyalvet.com

Bianca Zaffarano is the owner of a unique veterinary practice. In addition to caring for typical house pets, Pennyroyal also treats exotic pets. Although Bianca is extremely professional and highly trained, she is also relaxed and down-to-earth. Her practice reflects her personality.



Don Davis, owner of Davis Cleaning Services, has an enthusiastic and appreciative attitude that makes his family-owned business a joy to work with. Don's fun-loving personality is reflected by the whimsical combination of a feather duster with the letter "A" in his logo.



SOULAR
MASSAGE™
WELLNESS CENTER

www.soularmassage.com

Joe and Cynthia Cinquana wanted a new logo to reflect the repositioning of their business as a wellness center for sophisticated clients. Although the colors are cool and sophisticated, their passion for healing is reflected through the use of the yoga chakra symbol for renewed energy.



Suzan Oakley owns an equine veterinary practice that specializes in sports medicine. Many of her clients are middle-aged women, so the curved lines of the horse's head add a feminine appeal. The serif font used for "Oakley Equine" suggests a traditional business that's well established.

WHEN YOU NEED A NEW



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