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CORPORATE LOGO DEVELOPMENT



We recently designed a corporate logo for **Compel Visuals**, a medical-legal illustration company. They provide custom illustrations of surgery, diseases, and injuries to medical malpractice attorneys, who present those drawings to juries in court cases.

Our challenge was to represent medical, legal and drawing – all at once. But a good logo is simple, graphic and eye-catching – it can't do everything, and shouldn't try. Fortunately, Compel Visual's tagline is descriptive of the legal process ("Make your case before saying a word"), and helps to convey that part of their business.

As their market is the legal field the client wanted something traditional – but not stuffy. We chose contemporary fonts paired with the corporate color of blue. The blue needed a pop of a contrasting color to make it sing. We paired it with a tangerine orange (a better choice than red, which could be too reminiscent of blood).

As the logo evolved, it became apparent that part of the logo would indeed have to be a true medical illustration. So the client provided an anatomical drawing of the brain, which elevated the logo to a more academic feel while conveying the medical meaning. Adding one of the tools of their trade, a pen, brings in the drawing aspect of their business.

Of course, all the components must be designed to work together gracefully. A good logo has an invisible field around it, defining its shape. This one is a rectangle, with the pen and ink stroke breaking out of the box slightly, underscoring the word "Compel" and leading the eye to the illustration of the brain.

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