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## CORPORATE LOGO DEVELOPMENT



In developing a corporate logo for Crisis1, a crisis communications company, several approaches were discussed in the discovery meeting. The client wanted to convey the top leadership characteristics that are most effective when handling crises. These were clarity and transparency; calm amidst chaos; and the roles of emotion, logic and action. We partnered with Home Row Editorial, who developed a tagline to work in tandem with the logo graphic to express these concepts.

To the right are several sample logos we presented.

- Chaos or impermanence: Rough textures were used, reminiscent of graffiti.
- Clarity-transparency: A strong initial "C" was placed against a chaotic, roughly textured background. Sea-blues and grays convey coolness, calmness, and clarity, and in some versions, the "C" was transparent.
- Emotion, logic and action: I created a tri-segmented circular outline in a blue, gray and black color palette. A circle is a great shape to work with; it's pleasing to the eye, and contrasts with the linear text. As I experimented with rotating the circle, a "C" shape became visible, reinforcing the "C" in the company name. In one circle version, I added a shot of color – a red numeral "1" sits inside the circle to be seen as a countdown or timer, denoting urgency.



After tweaking fonts and shapes, the final choice emerged. The client's preference was a circular/red timer version as the final logo, along with the tagline "Clarity During Chaos". We agree: The final logo is simple, clear, and conveys the spirit of the company's mission.

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