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CORPORATE LOGO DEVELOPMENT

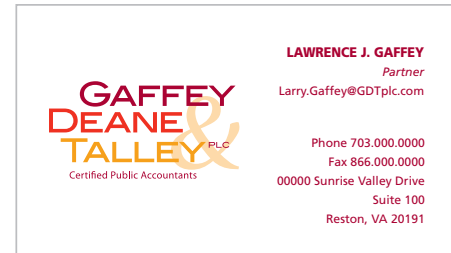
Our latest corporate logo design project was for Gaffey, Deane & Talley, PLC, a financial group. They also needed a second logo for their holding company (GDT Advisors). Thus the two logos had to have elements in common, whether they be colors or fonts.



During the discovery process, the client asked for something different from the typically conservative look used in the financial world. They wanted to “stand out” and have a logo that “doesn’t look old in five years”, which we achieved by using warm, vibrant colors and contemporary fonts. Taglines had to be incorporated, and the holding company’s logo needed to be substantial – nothing light.

We chose a toasty tangerine color – found on the opposite side of the color wheel from traditional blue and green – and paired it with two other bright colors: a burnt-brick and a gold. The colors are similar in intensity, and represent the three names as different but equal (important in a partnership).

During the creative process it pays to be open to anything so that inspiration can strike. We also might have an idea on the back burner and now’s our chance to develop it. Working within the client’s parameters makes the project similar to solving a puzzle and there’s a lot of satisfaction when the winner emerges – a logo which the client is proud to call his own.



Business card layouts, side A and B

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