



# MARK COMPARISONS

## The Good & Bad of Logo Design

### PROFESSIONAL

GOOD



#### *The Cleveland Museum of Art*

The Cleveland Museum of Art offers dynamic experiences that illuminate the power and enduring relevance of art in today's global society.

- Bold and legible typography
- Works in both black & white and color
- Appropriate uses of color
- Logo is scalable and legible at any size
- Professional and pristine look that reflects the look and feel of museum

### RETAIL

GOOD



#### *bareMinerals*

bareMinerals Cosmetics are made with natural ingredients, including essential minerals that can improve the look of your natural skin over time.

- Legible Typography—simple and clean
- Cohesive to look and feel of company
- Works in both black & white and color
- Logo is scalable and legible at any size

### SERVICE

GOOD



#### *Google*

Google LLC is an American multinational technology company that specializes in Internet-related services, products and hardware.

- Typographic icon used to identify company
- Bold colors that compliment one another
- Logo is scalable and legible at any size
- Clean and Simple

### NON-PROFIT

GOOD



#### *Girl Scouts of America*

Girl Scouts of America is a youth organization for girls in the United States and American girls living abroad. Builds girls courage, confidence and character.

- Successful abstract logo design
- Can be used in black & white and color
- Bold color choice
- Logo is scalable and legible at any size
- Logo captures the essence of the group well

### MANUFACTURING

GOOD



#### *IBM*

International Business Machines Corporation is an American multinational technology company with operations in over 170 countries.

- Typographic solution
- Can be used in black & white and color
- Color choice compliments the brand
- Logo is scalable and legible at any size
- Identifiable solution recognized by all

BAD



#### *Payto Architects*

Payto Architects is a design oriented, architectural planning, interiors firm whose standards for excellence remain paramount on all our jobs, large or small.

- Type choices do not compliment each other
- Typography is not legible
- Logo is not scalable in size—hard to read
- Awkward white space
- Poor abstraction

BAD



#### *Loganberry Books*

Loganberry Books is an independently owned and operated bookstore featuring carefully selected new, used and rare books.

- Typography is illegible and dated
- Illustration is too detailed for small size
- Logo is not scalable in size
- No examples of color uses

BAD



#### *Harvest Kitchen & Lounge*

Harvest Kitchen & Lounge is an eatery making New American fare with carefully-sourced ingredients also has a raw bar and wine list.

- Logo/Imagery does not fit brand identity
- Type hierarchy could be improved
- Industrial style does not fit image for a healthy, upscale restaurant
- No black & white version of logo

BAD



#### *Mobile Meals*

The Mobile Meals agency is a not-for-profit service organization serving people of all ages and economic circumstances throughout Northeast Ohio

- Logo design is all over the place—no uniform style
- Dated look and feel that does not represent brand
- Poor uses of typography
- Illegible type
- Logo is not scalable in size

BAD



#### *DayGlow Color Corp*

The world's largest manufacturer of daylight fluorescent pigments, glow-in-the-dark pigments, and fluorescents that react under black light.

- Icon does not represent brand
- Odd abstraction that doesn't not reflect paint co.
- Colors do not compliment one another
- Would not work as a black & white logo
- Feels very dated—80's style

## ABOUT THE COMPANY

Loganberry Books is an independently owned and operated bookstore featuring carefully selected new, used and rare books. Some of the strengths of the collection include children's and illustrated books, women's history and literature, leather-bound and modern first editions. The store contains well over 100,000 volumes for both readers and collectors.

## RESEARCH

### Loganberry Books

- independently owned + operated
- historic Larchmere neighborhood - Cleveland
- Established 1994
- curated collection of new, used and rare books in all genres
- inventory - over 100,000 volumes

### History

1994  
Harriet Logan  
leather-bound and modern first editions  
location: Larchmere Boulevard (near Shake Heights)  
antique shops + art galleries surround the store

### Origin of Name

- Loganberry - collegiate nick name of Harriet Logan
- corporate color: purple
- website 1995
- success of this service (I Remember that Book and Stump the bookseller)  
npr and New York Times publicity

### Strong Bindery

- service for restoring and repairing old books (2003)
- between the two spaces → clerestory garage converted into the Annex Gallery - monthly rotation of local artists

### Store mascot

- Hedda: mythic feline (Dec 1995 - June 2020)
- DTIS - May 2008

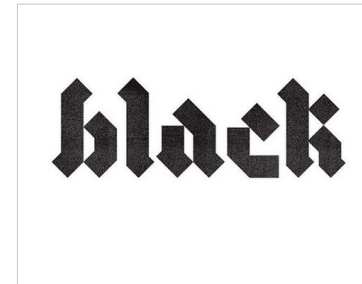
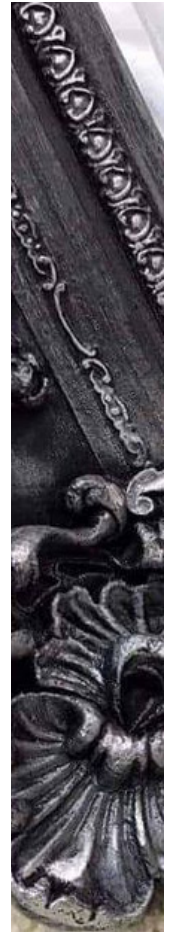
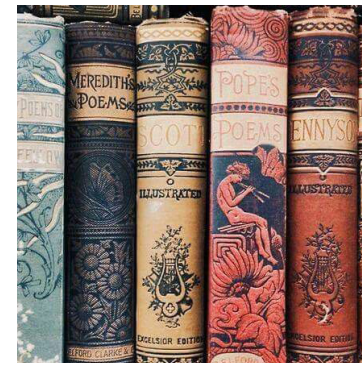
Blog: Stump the Bookseller

### Staff

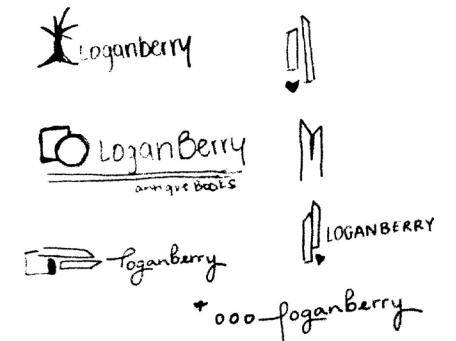
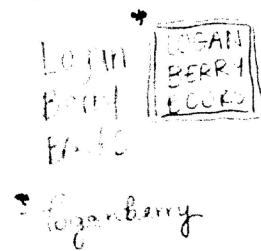
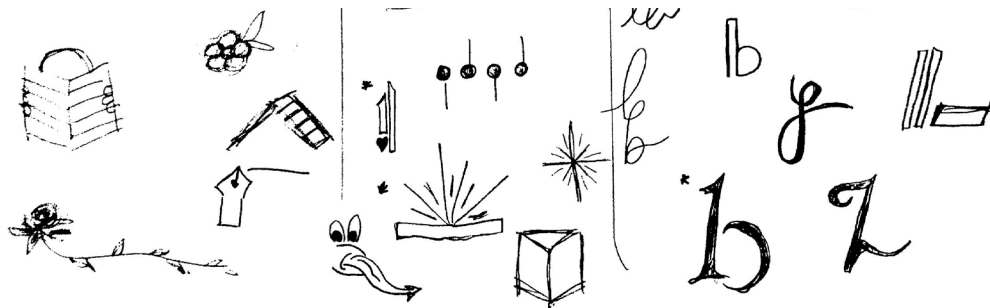
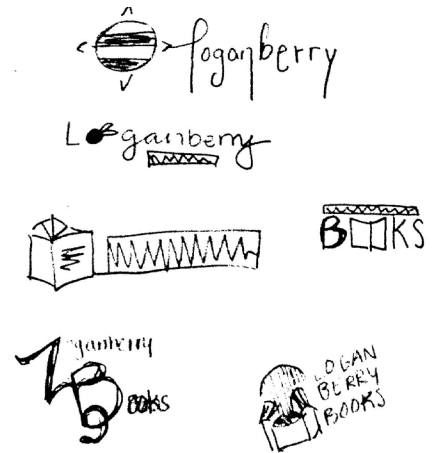
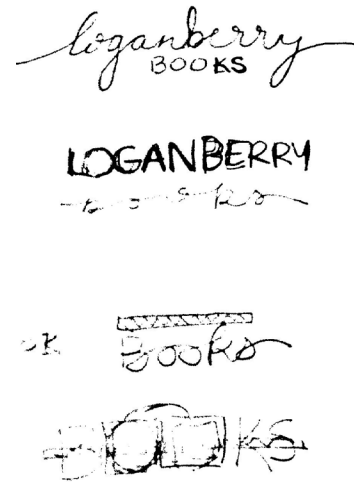
Brenda - Book Buyer  
Elisabeth - Annex Gallery Mgr  
Harriet - proprietor  
Rebecca - Dir of Print Specia  
Sarah - Publisher Liaison

Annex Gallery  
Book signings  
discussion groups  
Larchmere events  
music + open mics  
Endpapers

## IMAGERY



SKETCHES



# SKETCHES

**Company Name:**

Loganberry Books

**Type of Business:**

Used Book Store

**Key Words:**

Literature, Educational, Inkheart, Ellipse, Character

**Company Mission Statement:**

We feature a carefully curated collection of new, used and rare books in all genres for both readers and collectors

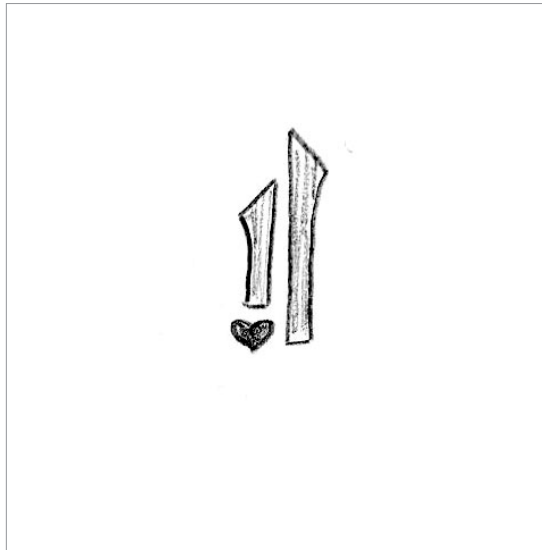
**Competitors:**

AppleTree Books, Half-Priced Books, Zupal Books

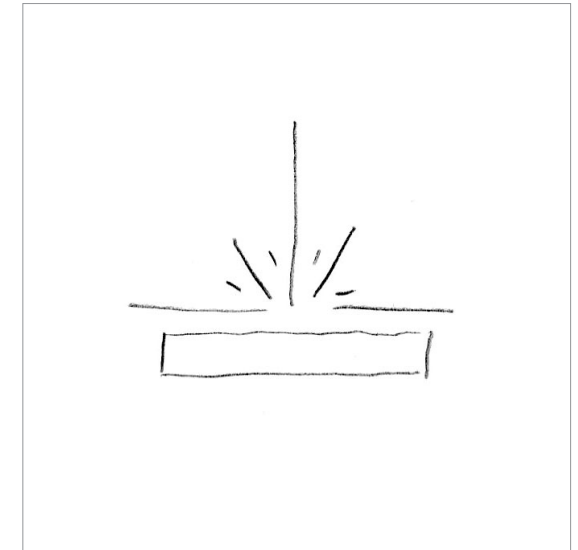
**How have you differentiated them from their competition:**

Loganberry Books is independently owned and operated compared to their competition. Loganberry has character and loads of history due to it's enormous collection of new, used and rare books and knowledgeable staff. I wanted to give this logo character and personality that reflects the store's essence.

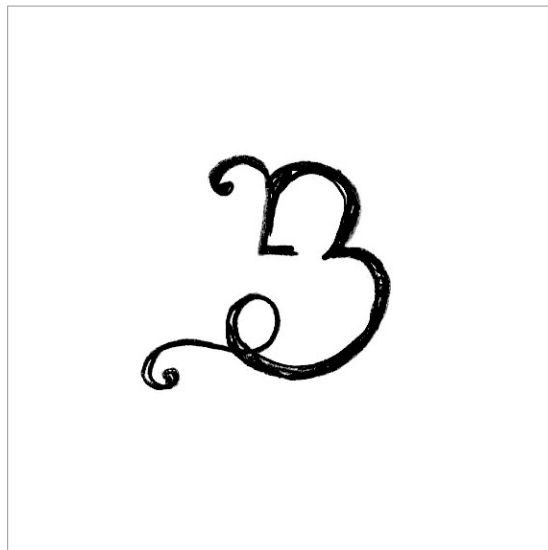
1. Pictogram or Icon



2. Abstract Symbol



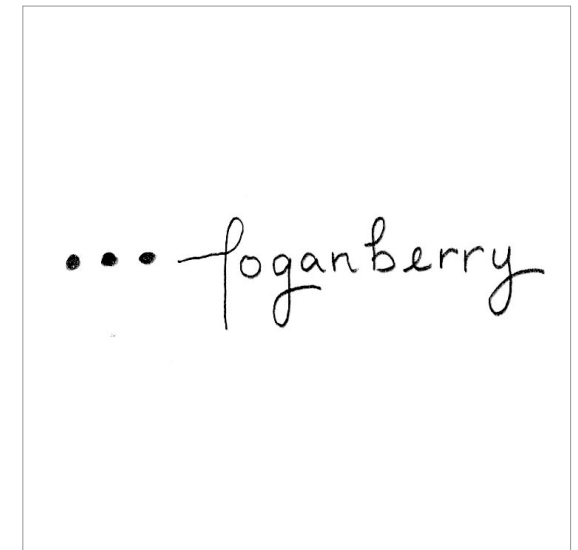
3. Monogram



4. Logotype or Wordmark

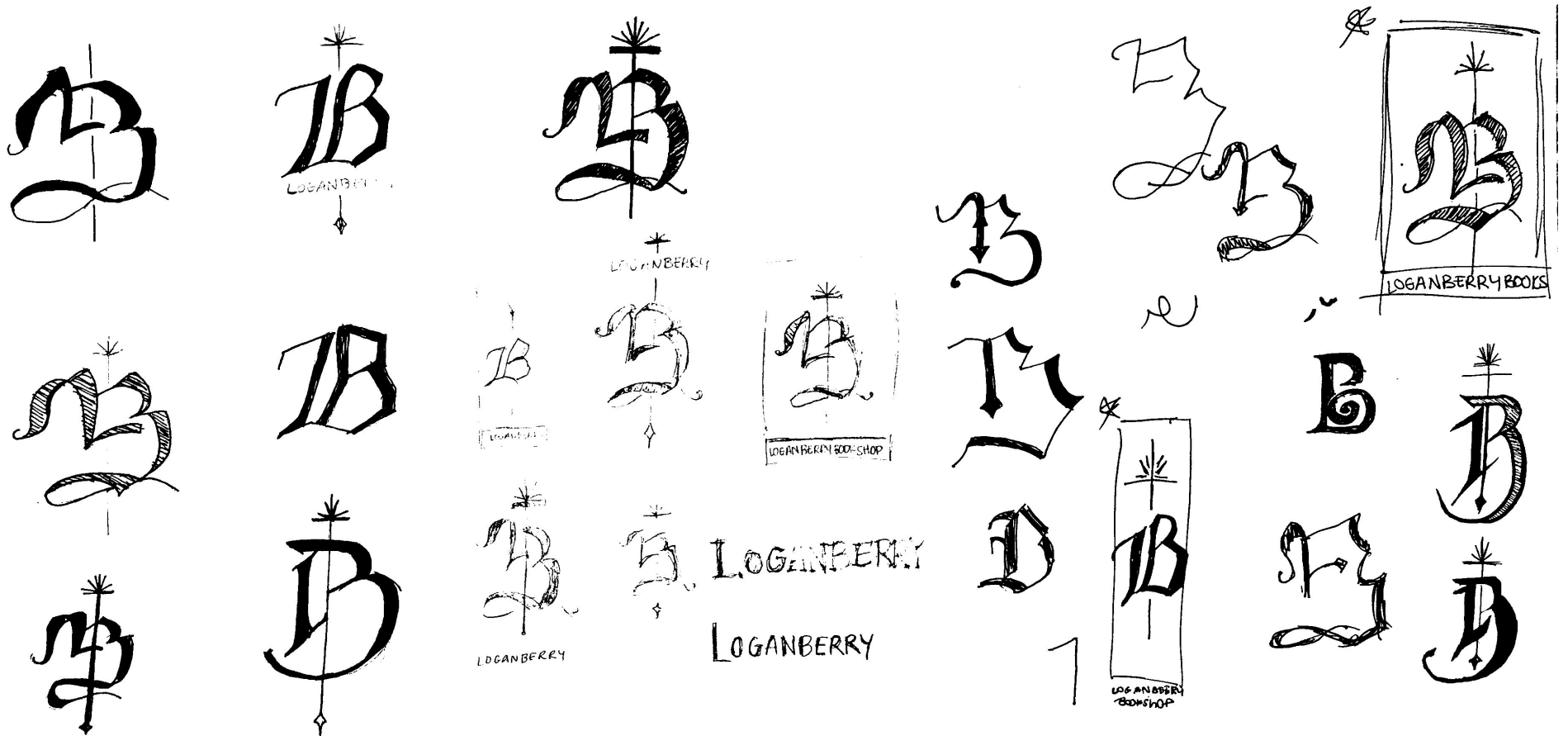
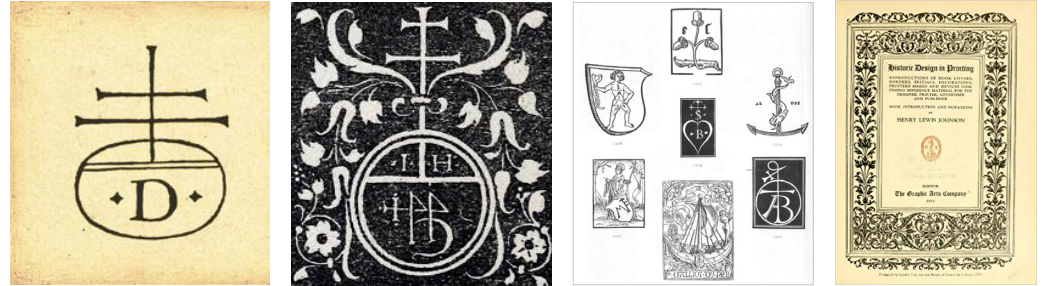


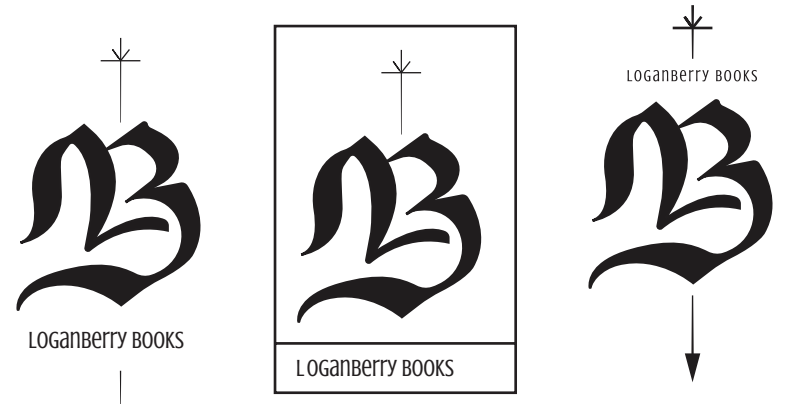
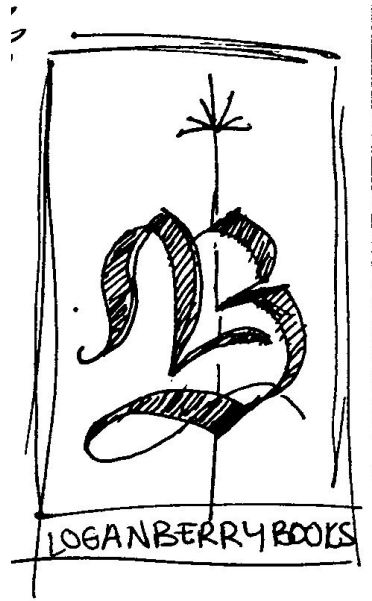
5. Combination



## SKETCHES

As I continued in the logo development, I found that I was not happy with the results I was coming up with. I went back to the drawing board and focused on a hand-lettered approach for Loganberry's Identity. I found that I was much more successful after being influenced by printers marks. The elegant and historic style of printers marks was perfect for this antique book store.





# LOGO



LOGANBERRY BOOKS



LOGANBERRY BOOKS



LOGANBERRY BOOKS

## Black & White Mark



Black

## 2-3 Color Pantone

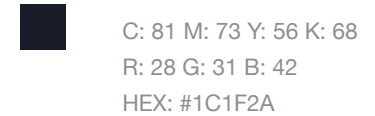


Pantone 532 C

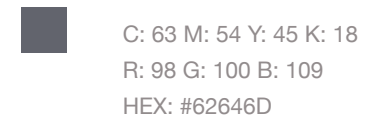


Pantone 532 C  
Tint: 65%

## Full Color *CMYK, RGB, HEX*



C: 81 M: 73 Y: 56 K: 68  
R: 28 G: 31 B: 42  
HEX: #1C1F2A



C: 63 M: 54 Y: 45 K: 18  
R: 98 G: 100 B: 109  
HEX: #62646D



## FINAL COLOR PALETTE

The color palette for Loganberry's branding is expensive. Inspired from antique books and the time period of printer's marks, the color selections are meant to represent a regal characteristic. The rich navy blue and the gold gradient add to Loganberry's unique ornate and antique style.

The color specifications of correct conversion to the four-color process, RGB, and match color reproduction should be used.



Gradient  
Pantone 466 C & Pantone 1255 C



Pantone 466 C  
C: 19 M: 25 Y: 54 K: 3  
R: 202 G: 177 B: 128  
Hex: #cab180



Pantone 1255 C  
C: 29 M: 38 Y: 84 K: 4  
R: 181 G: 148 B: 73  
Hex: #b59449



Pantone 532 C  
C: 81 M: 73 Y: 56 K: 68  
R: 28 G: 81 B: 42  
Hex: #1c1f2a

## TYPOGRAPHY

The typography plays an important role in Loganberry Books brand. Each typeface is purposefully used to emphasize specific information. Crushed is used in the primary and secondary mark for the company. Butler is used as headlines within print and web usages, while Helvetica Neue is used as body copy within print and web applications.

### Logo Type

CRUSHED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Headlines

Butler Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Butler Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Body Copy

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Helvetica Neue Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



## Who We Are

Loganberry Books was first established in November 1994 by Harriett Logan. We are an independently owned and operated bookstore featuring carefully selected new, used and rare books. Some of the many strengths of our collection include children's and illustrated books, women's history and literature, leather bound and modern first editions, and fine and performing arts. Our browsable store contains well over 100,000 volumes for both readers and collectors.

## Mission

Loganberry Books. In Greek letters, λβ, it stands for Life and Breath. We think about books like this. We also think about our regular customers like this. We want to officially welcome you into the fellowship, the family, of Loganberry Books. We hope to provide you with endless reading material, new or used.

## The Mark

The primary mark for Loganberry books was inspired by 15th century Printer's Marks. These marks were often found at the beginning of a book to indicate who the printer of the work was. This trademark is symbolic to Loganberry Books due to their collection of used books and antique collectibles.

The hand-lettered monogram is representational of the company's focus on antique books. The hand-lettered script and arrow graphic provide character and charm to the book store.



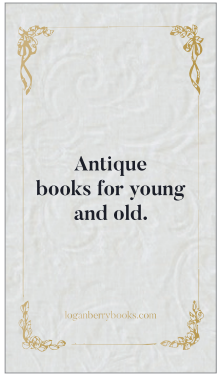
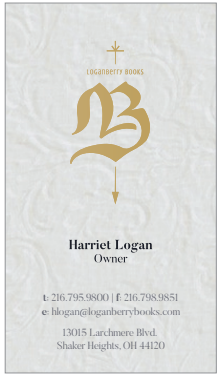
LOGANBERRY BOOKS

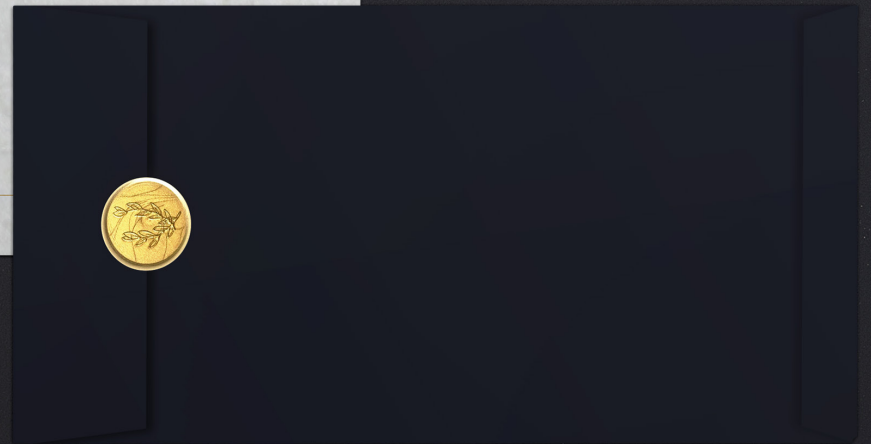
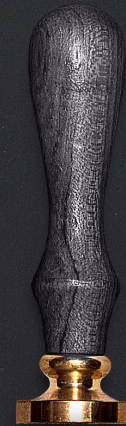
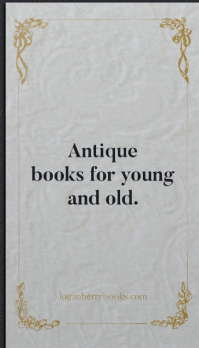
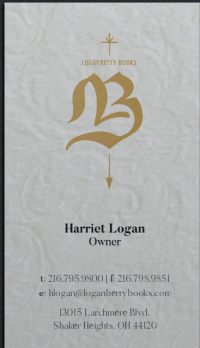


## Secondary Mark

Unlike the first mark, this secondary logo does not use the handlettered monogram. Instead “Loganberry Books” is the main focus in this mark—while the arrow accents thematically unite the two company logos. This secondary mark would be used for signage and professional business purposes.



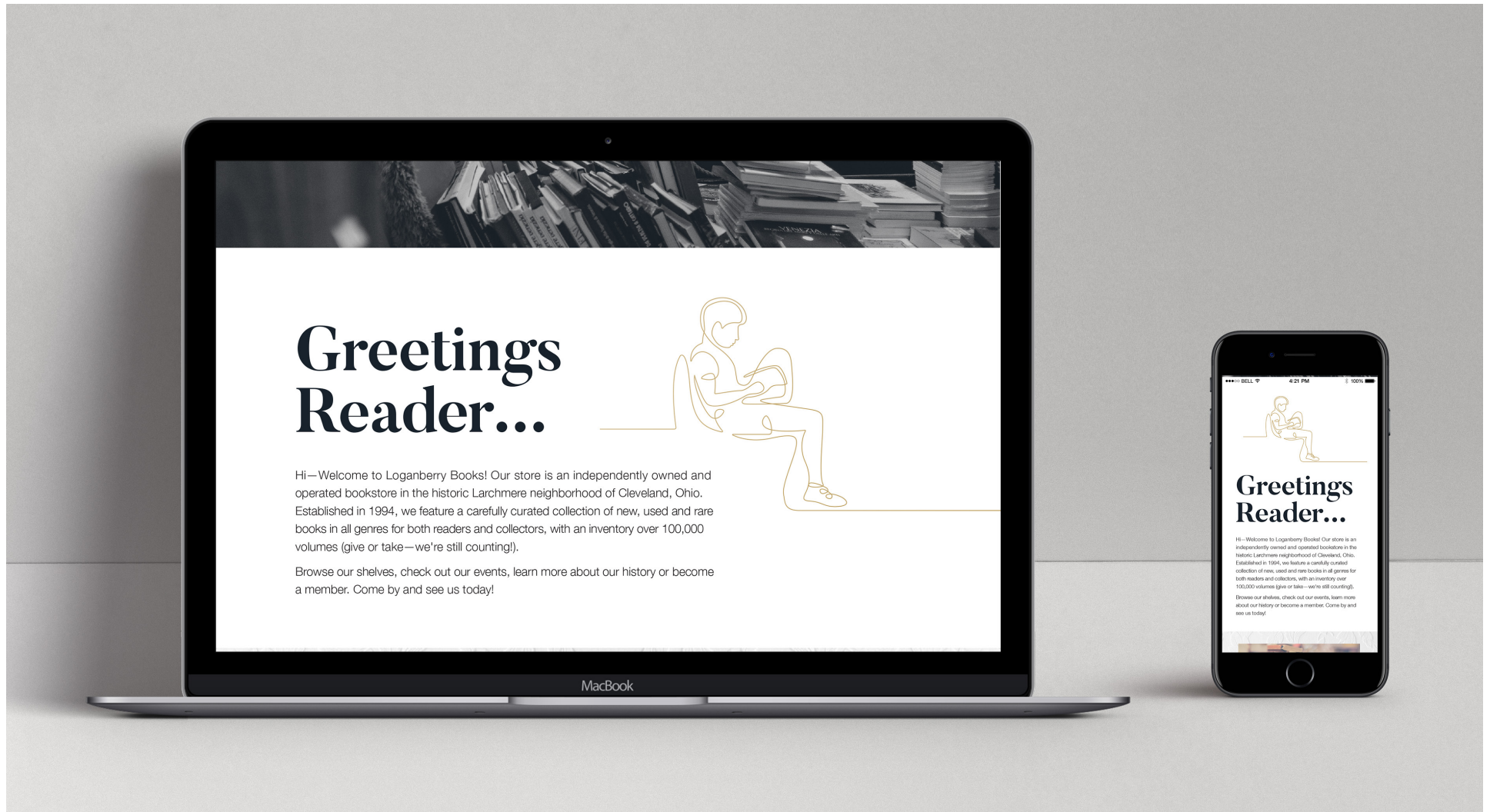


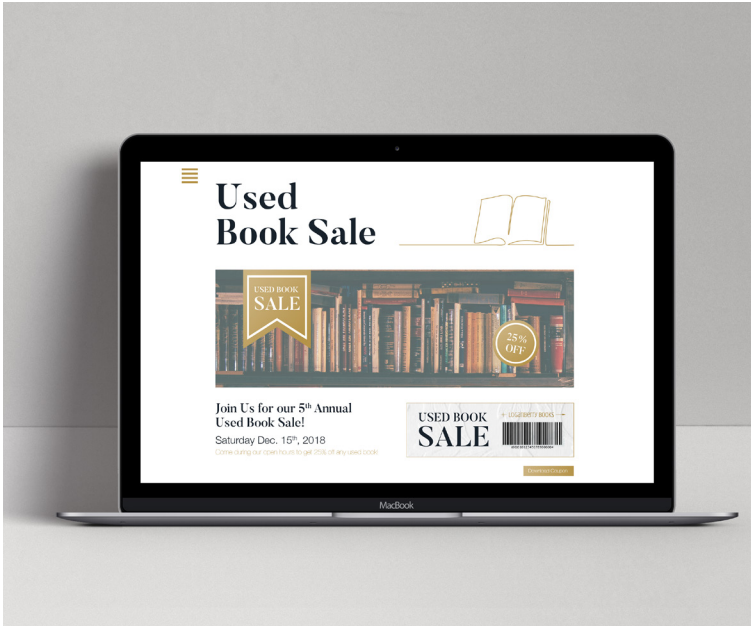
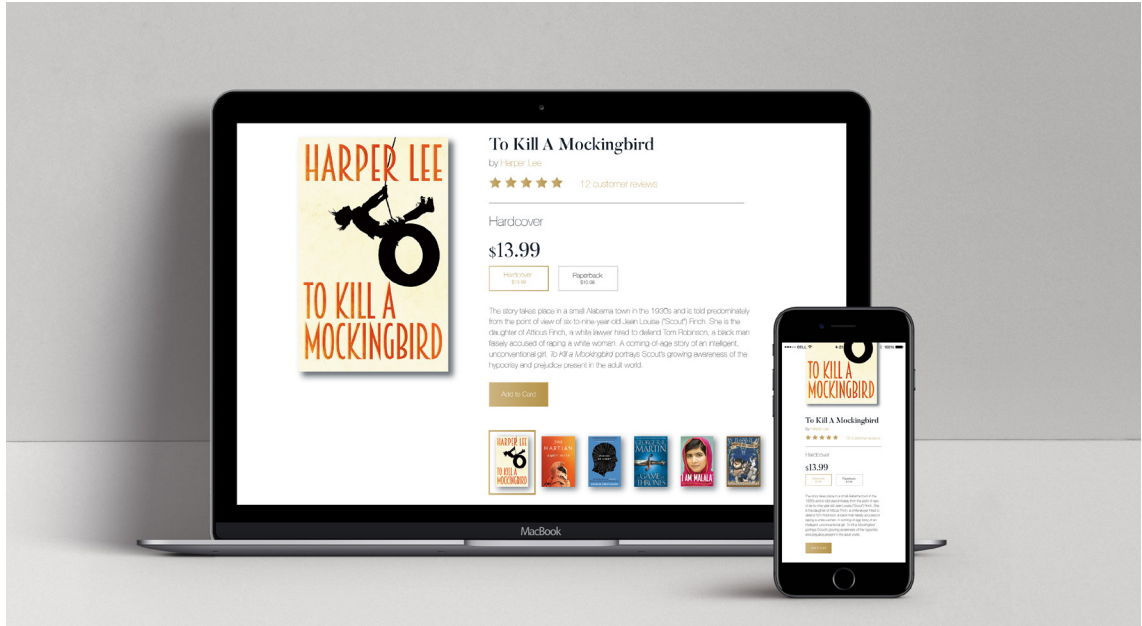
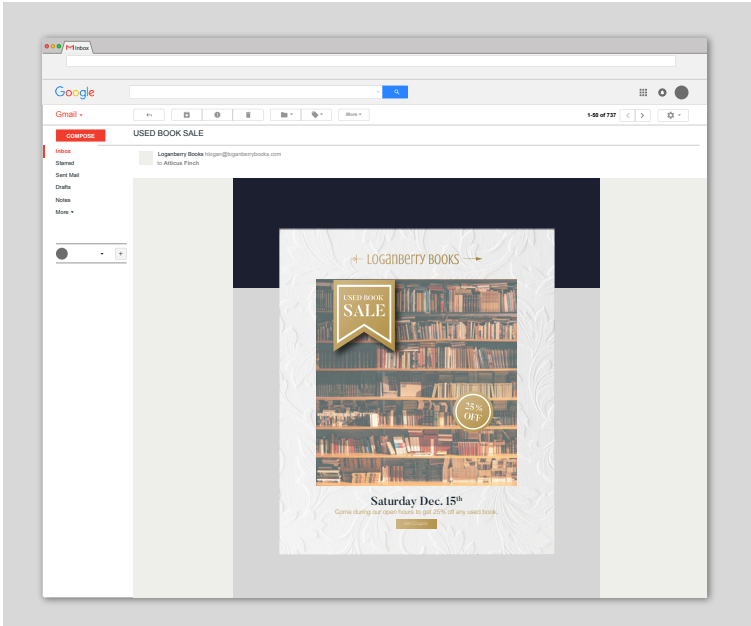
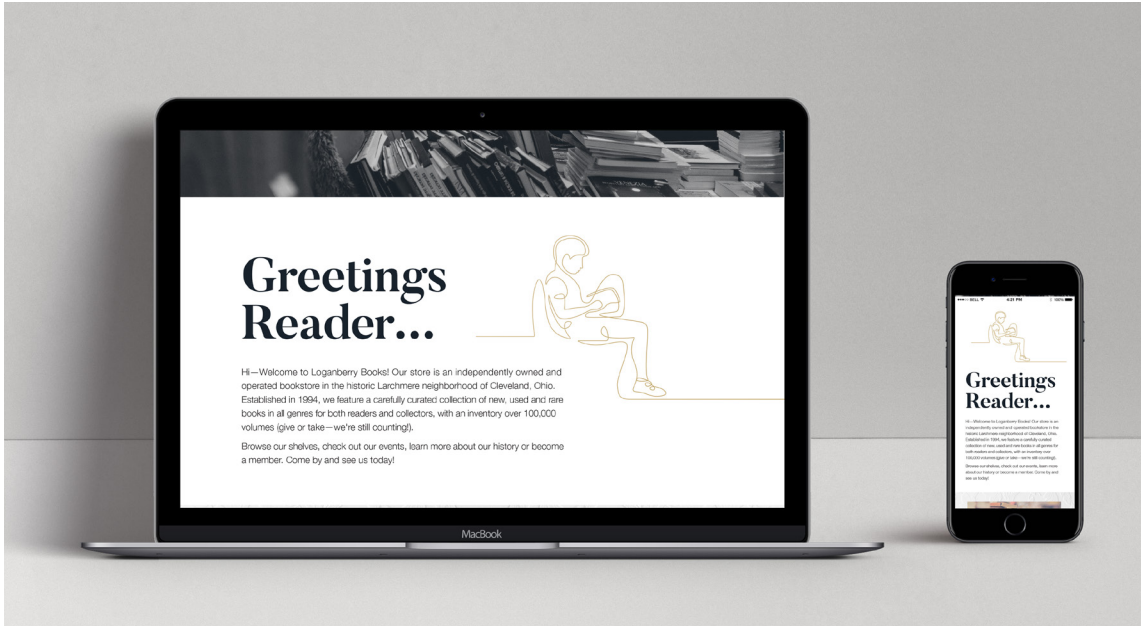




# Web Usage

The clean and simple layout design is easily navigated for any user. There is also a mobile friendly version for those on the go.

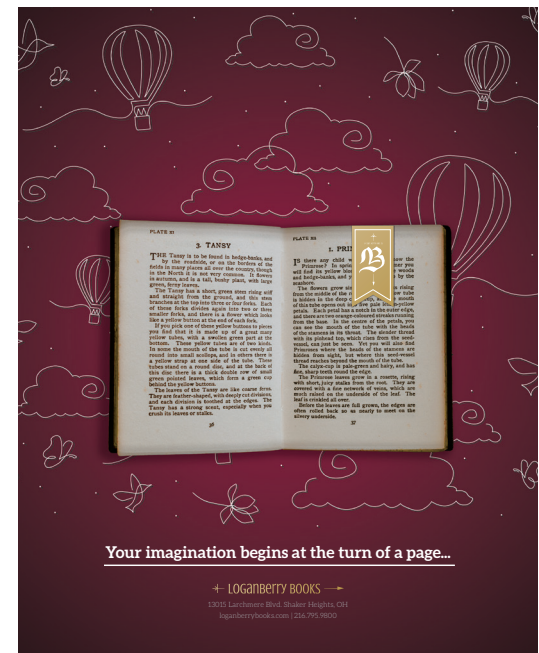






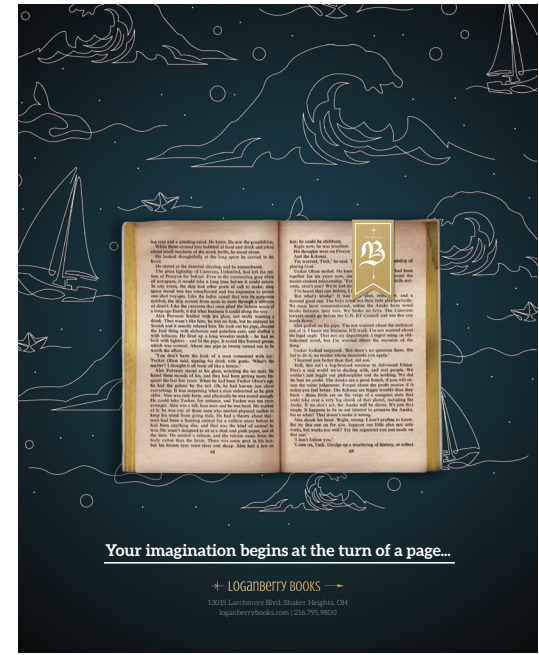
Your imagination begins at the turn of a page...

→ LOGANBERRY BOOKS →  
 13015 Larchmere Blvd, Shaker Heights, OH  
 loganberrybooks.com | 216.795.9800



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AD CAMPAIGN LOGANBERRY BOOKS IDENTITY



SIGNAGE LOGANBERRY BOOKS IDENTITY

# Packaging

Packaging is used to establish the look and style of any store. The sophisticated shopping bags and shipping boxes capture the unique character of Loganberry Books



# Self Mailer

The Self Mailer provides customers the chance to gain membership with Loganberry Books. They are provided a membership card and information about the company.



## Greetings Reader...

### Loganberry Books

In Greek letters,  $\lambda\beta$ , it stands for Life and Breath. We think about books like this. We also think about our regular customers like this. We want to welcome you into the fellowship, the family, of Loganberry Books.

We know you have many choices for purchasing books. We want you to know how much we truly appreciate the support and how important your spending dollars are to the local community. So here's another good reason to buy books at Loganberry Books: a Perks membership card full of special opportunities you'll love.

### Our History

Loganberry Books was established in November 1994 by Harriett Logan. We are an independently owned and operated bookstore featuring carefully selected new, used and rare books.

The strengths of our collection include children's and illustrated books, women's history and literature, antique leather-bound and modern first editions, and fine and performing arts. Our fun store contains well over 100,000 volumes for readers and collectors.

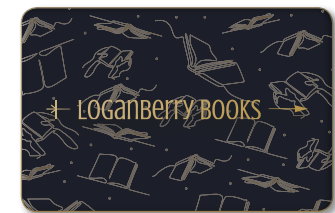
## Loganberry Membership Perks Program

### Loganberry Perks

A perks membership card provides a variety of opportunities for you to join our book loving community!

- Purchasing Points
- Recommendations
- Birthday Bonus
- Sell Your Books
- Stump the Bookseller
- Book-of-the-Month-Club
- Keep in the Loop
- Perks Party
- Professional Readers

For more information please visit us at [loganberrybooks.com](http://loganberrybooks.com)



Go to [loganberry.com/membership](http://loganberry.com/membership) to activate your card. Your membership shall automatically renew once activated. No needs to worry about a fee— This is a gift from us to you!



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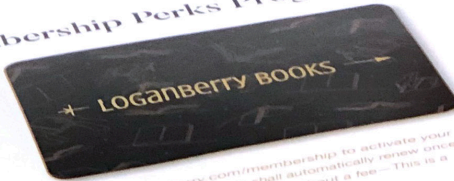
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- Professional Readers

More information please visit us at [www.loganberry.com](http://www.loganberry.com)



Go to [loganberry.com/membership](http://loganberry.com/membership) to activate your card. Your membership shall automatically renew once activated. No needs to worry about a fee—This is a gift from us to you!

leah

LEAH EDWARDS  
[leah-edwards.com](http://leah-edwards.com)