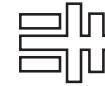


LOGOS AND MARKS

RON HOOPES



If she ever needed a logo, it would be better than that.
I dedicate this book to my beautiful wife, Erica.

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This Book

This book is a compilation of logos that I have created over the last 20 years. As a university student and early in my career I looked for publications from my favorite logo designers. I was very excited to find examples of great logos by favorite designers including Jay Vigon, Paul Rand, Black Dog, CSA, Mires Design, etc. I continued searching for inspiration in annuals like *CA*, *Graphis* and other top design publications. Possibly, this book may also serve as inspiration for a new generation of students of design. Additionally, my intention is for this book to stand as a portfolio for those looking for a logo designer.

For clarity, I will review a few titles and terms as they will be used in this book.

Titles

Creative Director - One who develops the strategy for a given project. An account executive often assists in this function. He also comes up with original ideas and asks the art director to develop the idea. The creative director is responsible for approving the final artwork.

Art Director - One who comes up with ideas and develops the content with type, illustration, photography and other elements.

Writer - One who comes up with ideas and develops the content in words and phrases.

Designer - One who creates the visual marks in rough draft and final-draft form, usually under the direction of the art director or the creative director.

Illustrator - The graphic artist who creates visual representations which enhance the associated content. An illustrator is different from an artist. An artist creates what he wants. An illustrator creates what the client wants (or what the art director wants).

And while we are clarifying, none of us like to be called “artsy,” as it is almost a four letter word. “Creative” will do just fine.

Terms

Logo - Short for logotype. Also known as a trademark. It is a uniquely lettered word. It often contains a word and a mark. Because most people interchange the word *logo* with *trademark*, I will do the same. But when I want to refer just to the word, I will use the term *logotype*.

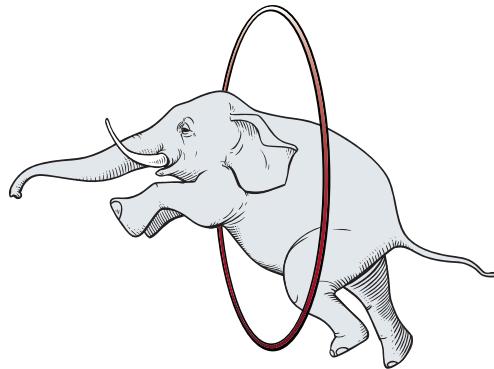
Mark - I like to distinguish between the logotype and the symbol that often accompanies the type. Not all logos have a mark. And sometimes a mark is recognizable on its own. The Apple apple, the Nike Swoosh, the Shell red and yellow shell and the Pepsi globe are easily recognized marks which rarely need the accompanying logotype. For companies without such marketing budgets, it is usually wise to include the logotype.

Identity - The longer name would be Corporate Identity System. It is a manual or understood usage of logotypes, marks, colors and other visual elements or even audio. Usually *identity* is not synonymous with *logo*.

Brand - A brand is not a logo. A brand is not an identity. A brand is not a product. The word “branding” is not interchanged with the word “marketing.” A company cannot force a brand image.

A brand is the way the public perceives a company, product or service. A brand exists in the mind of the consumer. It is an emotional reaction when you hear a word or see a mark that represents the company, product or service. Each one of us is bombarded with so much information we devise ways to compartmentalize people, things, products, entities, etc. We don't want to be taken advantage of or cheated so we decide what we trust, what we value, what we consider to be quality, who is honest, etc. In essence, branding is each of us assigning products, services or companies to a compartment in our minds. That assignment includes a select few words or feelings for easy recall.

Although you can't force a brand image, successful branding happens when creative design and advertising promotes the unique quality that differentiates one from the competition.



Ron Hoopes

By far the most difficult logo to ever settle on is the logo for oneself. Some designers just pass on this project altogether. Or slightly better, they reinvent the logo every six months.

Client: Ron Hoopes
 Creative Direction: Ron Hoopes
 Illustration: Scott Jarrard
 Design: Ron Hoopes



one company design

RON HOOPES ~ CREATIVE DIRECTOR

One Company Design

Over the course of the first decade of my career since graduating with a BFA degree in Graphic Design, I spent a couple years in design then seven years in advertising and then onto Internet design and marketing. Then in 2000, with the helpful push of the dot com bust, I decided to go it on my own. Of all the advertising, marketing, branding and design I do, my favorite work is still logo design. The following pages include a pretty complete catalog. They are in no particular order. Enjoy.

Client: One Company Design
 Creative Direction: Ron Hoopes
 Design: Ron Hoopes



Dunham Tech

Ross Dunham runs a growing Information Technology company in San Diego. The Company strives to implement IT solutions that either cuts expenses or creates revenue. His clients include healthcare, executive placement and mortgage companies. Therefore, the logo could not limit him to a certain category of clients. I went with a "DT" design with an emphasis on the "D." And it turned out that the lowercase "dt" looks much better and offers more options than the capital letters.

Client: Dunham Tech
 Creative Direction: Ron Hoopes
 Design: Ron Hoopes



HEALTH & SAFETY • ENGINEERING • ENVIRONMENTAL

CSC

Sometimes all you can do is something interesting with the letters.

Client: CSC
 Creative Direction: Ron Hoopes
 Design: Ron Hoopes, Rob Verdine



Reveal

The startup company has a unique software and capability to assist attorneys in the phases of collecting, scanning and processing the mountainous documents in legal discovery. It allows the client to easily follow the process from beginning to end. Initially this company was named The Clearview System. But that was too close to an existing name in the clients opinion (and too close to boring in my opinion). I presented several options for a new name including: Crystal, Blurt, Evince, Candid, Klier, Espy, Expose, Pellucid, Reveal, and Transclear. Reveal won.



Reveal

No, the client did not choose the cool asterisk mark made from two lowercase r's. But that's okay. It's too cool of a mark for an attorney-based business. Conceptually, they made the right choice. The final logo gave the illusion of an opening glass door to show what's behind it. This logo can be reproduced as a two color with the part behind the "door" printed as a percentage of the solid blue.

Client: The Clearview System dba: Reveal
 Creative Direction: Ron Hoopes
 Design: Ron Hoopes

yogzie
self-serve desserts

SELF-SERVE Yogzie DESSERTS

Yo&ZIE
YOGURT YOUR WAY

Yogzie
self-serve desserts

self-serve desserts
yogzie

y o z i e
self-serve desserts

Yogzie

Self-serve frozen yogurt became the craze in 2005 or 2006. Yogurtland, Red Mango, Pinkberry and Cherry on Top were some early success stories. At first, Yogzie was going to be “Top This.” Which is a very good play on words—when referring to a self-serve yogurt store with many topping choices. But it was just not that fun to say. It didn’t work so well in conversation, “I could really go for a *Top This*” or “I’ll meet you at *Top This*.”

yogzie
yogurt your way

yogzie
yogurt your way

yogzie
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yogzie
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Yogzie

In the development phase some alternate names were: YumTum, Frogie, Frolicious, Frogurty, Yogurty, Yogzilicious, Toppers, Yowzie and Yogzie. Yogzie won the race. Yogzie strived to differentiate itself with a self-serve message. During the early development stages the message moved to “yogurt your way” and then early advertising further differentiated the brand by highlighting the “massive amount of topping choices.”



Yogzie

It made sense to create alternate logo mark elements with the primary differentiator being “a massive amount of topping choices.” Also the initial “y” is not uppercase nor lowercase. It is actually a unique letter redrawn based on an upside-down lowercase “h” and a lowercase “y.” Color was the last element to be resolved. The final choice was entirely client preference (they chose a color to match a paint color in the store).



Yogzie

You see that the strawberry is also roughly the shape of a heart? The blackberry and the blueberry are the best colored fruit for this logo. This logo is easily reproduced in all sizes and looks as good on t-shirts, business cards or signage.

Client: Yogzie
Creative Direction: Ron Hoopes
Design: Ron Hoopes, Rob Verdine



EcoWaste

Brothers Martin and Michael Bartholomew own a waste removal company in Laguna Beach, CA. They leave bins at construction sites and then come pick them up when they are full. Instead of going straight to the dump, they determine which waste is recyclable, and in turn earn a profit both from the contractors at pick up and from recyclers at drop off.

Client: EcoWaste
Creative Direction: Ron Hoopes
Design: Ron Hoopes



egofoto.com

Another set of brothers, Troy and David Bourne own a photography business in Laguna Niguel, CA. The company specializes in action sports shots ranging from little league to mountain bike racing. The logo needed to be memorable, bold and easily readable due to the fact that their income is entirely based on the individuals buying the photos online after the activity.

Client: egofoto.com
Creative Direction: Ron Hoopes
Design: Ron Hoopes