When meeting someone new, the first few seconds are all important in our assessment of their credibility. Brash, over-confident people often turn out to be self-absorbed and unreal. Timid souls, lacking in confidence can be tiresome and boring. Either way, we soon lose interest and move on. Equally, we are attracted to people who have a distinctive style and healthy posture. The same is true of logo designs. My mission is to attract and create a lasting impression in the minds of your customers. I do this by designing clear and clean, eye-catching logos that genuinely symbolize our client's core activities and reflect their aspirations.

Color Concepts

Blue
- Sky
- Sea
- Water
- Religious feeling
- Peace
- Faith
- Stability
- Melancholy
- Trust
- Loyalty
- Wisdom
- Tranquility
- Integrity

Red
- Fire
- Love
- Passion
- Energy
- Revolution
- Anger
- Power

- Debt
- Danger
- Heat
- Warning

Green
- Money
- Growth
- Environmentally friendly
- Fertility
- Envy
- Spring
- Freshness
- Stability
- Loyal
- Healing

Yellow
- Energy
- Sun
- Happiness
- Cheery
- Creativity

Orange
- Joy
- Sunshine
- Creativity
- Determination
- Success
- Encouragement
- Energy
- Autumn
- Construction

Purple
- Royalty
- Power
- Nobility
- Luxury
- Spirituality

Brown
- Conservative
- Stable
- Outdoors
- Fall
- Earth
- Organic

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Logo & Color Scheme Basics
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Logo Concepts
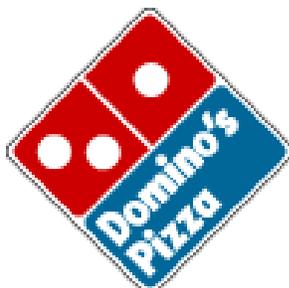
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Your logo and slogan make your company identifiable to your consumers and competitors the amount of flexibility is uncanny, a logo never stops working for you, 24 hours a day 7 days a week. Where ever it is posted people are able to recognize the logo and distinguish your product from your competitors.

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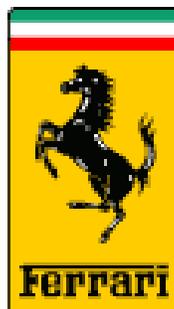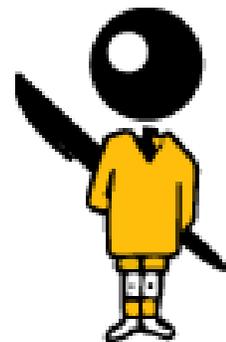
In a designers terminology, a corporate identity is a detailed system of graphic elements that represents your company to the fullest. Simply put, its creating an "image" for your company. An original image for your logo should be implemented with all the business materials: stationery, packaging, business cards, signage, sales kits, promotions, media advertising, web site design, etc. An identity system displays guidelines that ensure a flow of steadiness. Which must include, selections of paper and color for printing, promotional materials, stationery design layout, and secondary icons or logos for packaging and websites, etc. You will be guided with all the above elements to attain ensured success. These elements are necessary to establish a strong foundation, which every successful company needs.

Recent surveys have shown that, web sites, letterhead, envelopes, promotional items, and business cards are more crucial to a company's image than the amount of time you your company has been around, charitable activities, location, or the amount of employees.

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Logo & Color Scheme Basics

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A logo design graphic has become more than just a company symbol, it has become a status symbol for the end user. Some people only wear NIKE, why is this, is it because they are comfortable? The commercials, the images, the status that NIKE displays in their ads makes you feel good, makes you want to be like MIKE in the ads. I can just higher, I can run faster, I can be better. This is the message that NIKE SPITS out every 30 seconds. AND GUESS WHAT? IT WORKS.