

# 5J DESIGN LOGO GUIDEBOOK



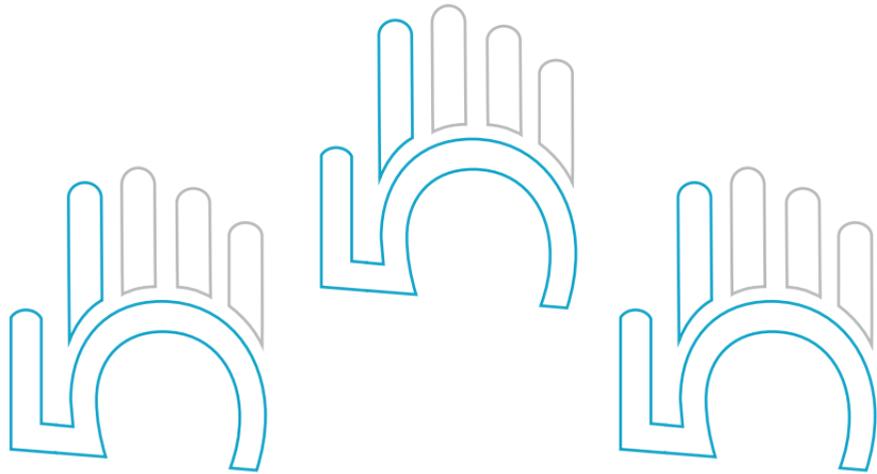
# INTRODUCTION

You've decided to start your own business; you've purchased the building, have a great product or service to sell, and you're ready to open the doors. However, there's one thing missing; it's your logo! Having a good logo is like having a clean welcome mat into your business. It's going to tell your potential customers who you are and set their expectations for the type of business you are.

**In this eBook, we will outline for you the 5 most important things to consider with your logo design such as:**

- Does your logo tell who you are?
- Will your logo stand the test of time?
- Is your message clear?
- Do you stand out from the competition?
- Is your brand consistent?

# FIRST IMPRESSIONS



For example the logo for 5J Design uses these principles to create a modern, clean, yet inviting design that speaks to the impression that we want to communicate to potential clients.

The first thing your logo needs to do is tell who you are as a business. Your logo should speak to who you are and connect with your target audience. Not having these initial attributes can have you potentially lose out on new customers. For instance, if you're a new tech-firm in town, your logo should set that expectation that you are relevant to today's market. You wouldn't want to have something that is overly traditional and mature.

A good (or bad) first impression could sway potential clients from doing business with you.

“YOU NEVER GET A SECOND CHANCE  
TO MAKE A FIRST IMPRESSION”

WILL ROGERS

# HOLD YOUR OWN

The cost of a bad logo could be more than the loss of potential new clients. Investing upfront in the design of your logo can set you up to save time and resources in the future. One of the first things to consider is if your logo will stand the test of time. As you see with most brands, logos are only slightly adapted over time to fit current trends while still maintaining brand identity. The need for an overhaul on an outdated logo could cost you money, time, and clients. Your logo also needs to work across multiple applications. Although you may love it on paper, the consequences of having a logo that does not work on web and other applications could limit your options for expansion.

**For example the logo for 5J Design was created using multiple layouts to fit any possible applications and is adaptable through these changeable parts.**



FIVE J DESIGN



5j | design

# HEAR MY MESSAGE

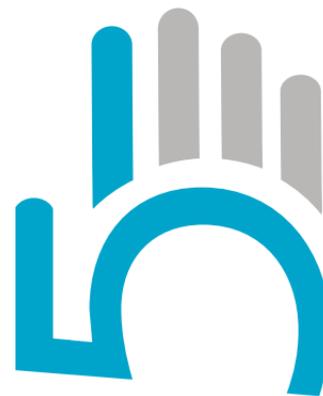
When creating your logo, you will want to make sure it sends a clear message to your target audience. Ask yourself: “what is your business?” and “what do you do?”. Answering those questions will help you convey your message to your audience. Some aspects you can think about for your logo would be the use of imagery to tell your story. Are there symbols or objects that could help convey your message? Utilizing appropriate imagery can help solidify who you are as a company. We go through an in depth process to understand your brand in order to use that information to create a logo that represents who you are.



**In the the 5J Design logo the use of the 5 in the icon is to represent 5 core services that we offer. The hand represents our commitment to being a company invested in the human component of design. You may also notice that the index and thumb fingers in the icon form a J which is a nod to the founder of 5J Design.**

# STAND YOURSELF APART

One thing that every new business desires is to stand apart from the competition, although easy to say it is sometimes hard to do. That's where we come into play. Anybody can create a logo, but not everyone can create something that's going to be unique and individualized to your brand. Logo design is a form of art. This art takes an understanding of what is needed to create a brand along with a touch of creativity.



## FIVE J DESIGN

The 5J Design logo does this by using our message to create a logo that tells a story of who we are as a company. Using this perspective helps us stand out from our competition.

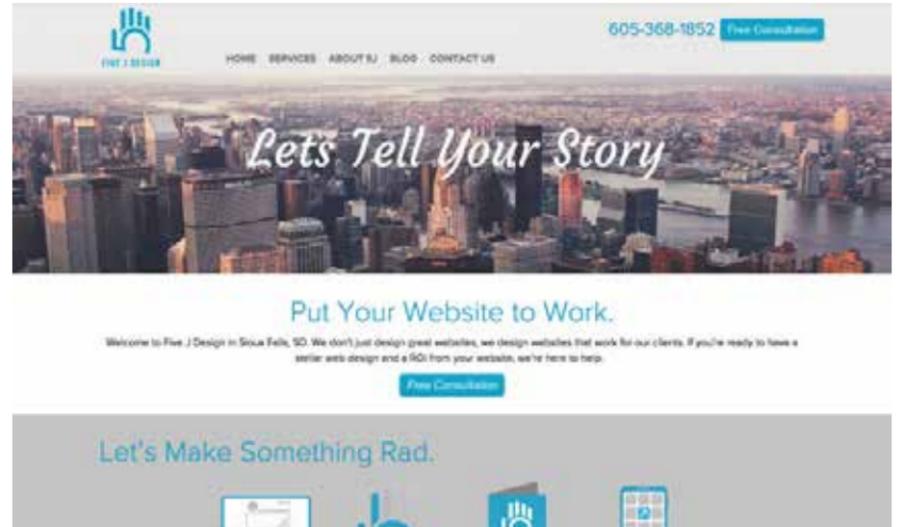
“WHY FIT IN WHEN YOU WERE  
BORN TO STAND OUT”

DR SEUSS

# BRAND CONSISTENCY

Your branding doesn't stop with your logo, it should be carried throughout all aspects of your company. Branding is an important step in connecting with potential customers through a recognizable image. Your logo is the keystone for branding efforts. It will determine the look and feel of all future branding materials. Your logo should make this process simple by giving you a strong foundation to work off of.

**As you can see throughout this eBook the 5J design logo heavily influences other branding pieces with color and font choices as well as stylizing. A complete logo package will tie together all of these elements.**



# LET'S TELL YOUR STORY

No two organizations are the same when it comes to developing a brand identity. Your brand is your promise. It tells people what they can expect from your organization and your mission. At Five J Design, we understand this process completely. Whether you are a startup business or industry leader, we will work with you to define what message your brand communicates to the public.



**CONTACT US TODAY TO FOR A FREE ESTIMATE ON  
CREATING A COMPLETE LOGO PACKAGE**