



Logo Studies

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Logo for a rural hospital. The objective was to convey both a sense of technological competency as well as compassionate care.



Logo for a health care consulting firm. To complement their tagline, 'Ideas to Implementation', the design incorporated an arch to convey their comprehensive and dynamic approach to their work.



Logo for a health care consulting firm. Since the firm specialized in helping hospitals grow in rural communities, the mark sought to emulate fields and sky intersected with forward-moving paths.



Logo for a start-up Web services company. The solution needed to differentiate the company from all of the other Web services companies whose brand identities were very conceptual and obscure. The Big Sky solution was intentionally very simple in order to convey a sense of accessibility and real-world solutions.



Logo for a technology training and certification company. The target audience was predominantly male, blue-color career-changers. The solution needed to appeal to a fairly unsophisticated audience while conveying a sense of dynamism and progression.



Logo for a networking and technology company. Since their product and service offerings were rather broad and with plans for continued expansion, the solution needed to be able to accommodate future growth. As a result, the solution was metaphoric for structure and stability, while not implying any particular service offerings.



Logo redesign for a large electrical contractor. Their previous logo had been in use for over ten years and had built tremendous equity. This new logo sought to tie to the older version while providing a more contemporary and dynamic update.



Logo for a construction services company. Since their business was growing and they were expanding into other service areas, their name was changed from Skiles Construction to Skiles Group. The mark was made to speak to the construction industry yet not be too specific to exclude any business opportunity.



MedCareXpress

Logo for a chain of emergency medicine clinics. The mark was intended to speak to both medicine and expediency.



Logo for a health care conglomerate that owned and operated a number of emergency medicine clinics. Their logo needed to convey their contemporary and dynamic approach to health care services.



Logo for an investment broker specializing in water stocks. The logo needed to speak to the young and dynamic nature of this new investment segment while also appearing stable and sound.



Logo for a health care consulting partnership. The two partners represented very distinct, yet complimentary disciplines and the logo sought to convey this relationship. With their audience being very sophisticated and high-level, the choice of grey and black was intended to convey a sense of conservative professionalism.



Logo for an industrial parts distributor. The solution needed to set this company apart from their competitors who made little effort to brand themselves. This solution was intended to help the company to appear larger than they actually were in order to acquire larger clients.



This is probably the most well-known logo solution we've developed. The Texas International Theatrical Arts Society needed a logo that spoke to the diversity of performing arts talent they brought to Dallas. The logo needed to appeal to an equally split gender audience while conveying a sense of playfulness and lightheartedness.



This law firm wanted to be at the opposite end of the spectrum from their stuffy, well-educated, process-oriented counterparts. They wanted their audience to know that they were aggressive and hungry. The stylized 'C' and 'J' showcased the diversity of the partners' styles while providing a sense of energy and motion.



Logo for a warranty product for a division of Citibank. Solution needed to be very friendly and accessible in order to target their below-prime market.



Logo for a construction consulting company based in Dallas/Ft Worth. Solution needed to position Graham Marcus as innovative, leading edge and very dynamic.



Logo for a software product developed by Centex Homes. The solution needed to appeal to both the internal sales team as well as the external home-buying client. For the sales team, the desired perception was simplicity and ease of use. To the home buyer, the desired perception was one of guidance, trust and reassurance.



IdeasUnlimited

Logo for an organization that generates innovative product and marketing ideas for Fortune 500 companies. The IdeasUnlimited division utilized volunteers from all walks of life to assist in the brainstorming process. As a result, the solution needed to speak to all ages, races and both genders.



TeamWorks

Logo for an industrial staffing company. Although the final selection was more industrial, the initial direction for the solution was to show the personality of the company and their people-focus. (Many of their competitors treated their employees as commodities, not individuals. TeamWorks wanted to differentiate themselves in this area.)



Logo for a Dallas restaurant. The primary concern with the name was a negative association to home-brewed alcohol. The logo needed to redirect the viewers perception. Multiple solutions were developed utilizing the moon, shadows and a jolly chef. The festive personality of the restaurant was conveyed through bright and vibrant color applications.