

LABEL

GRAPHICS CO.



“A Logo is Rarely
A Description of a
Business.” -Paul Rand

Keep in mind that your logo is the face of your business. Aim to create a logo that makes a statement rather than sells your business. Think about how you want your business to be perceived by the public and apply those ideas to the logo design. Strive to keep your logo simple and make it unique. Invest the resources needed to create a logo design that endures. Your logo plays an important role in influencing customer perceptions and attracting customers to your small business, so make it count.



Ugly

BURGERS

The image features a vibrant blue background filled with a repeating pattern of white line-art icons representing various food items: burgers, french fries, soft drinks, and pizza slices. In the center, the word "Ugly" is written in a large, bold, white cursive font with a halftone dot pattern and a thick yellow outline. Below it, the word "BURGERS" is written in a smaller, bold, yellow, sans-serif font. The overall aesthetic is playful and energetic.





lo·go

noun: a symbol or other design adopted by an organization to identify its products, uniform, vehicles, etc.

“A logo is a flag, a signature, an escutcheon, a street sign. A logo does not sell (directly), it identifies. A logo is rarely a description of a business. A logo derives meaning from the quality of the thing it symbolizes, not the other way around. A logo is less important than the product it signifies; what it represents is more important than what it looks like. The subject matter of a logo can be almost anything.”





★ **DEMBONEZ** ★
BAR-B-QUE



HOWELL FARMS

ORGANIC FARM



**PRESENCE
IS WHAT WE BUILD.**



GET THE RIGHT CUT.



RONDO POOLS



SITE-PRO

A cluster of dark silhouettes of evergreen trees, including spruce and fir, positioned behind the main title.

Southerly Wind

A decorative horizontal line with arrowheads at both ends, featuring a central feather-like pattern.

STABLES LTD.

A small, dark, ribbon-like banner with a slight curve.

EST. 2017



omega
PLUMBING

“Providing Superior Plumbing to Northeast Ohio”





ESTD

2017

HONEYFIRE

BARBEQUE CO.

HOMEGROWN

BELLVUE, TN

**DESIGN IS THE
RESIDUE OF GOOD THINKING.**

Hustle



APPAREL & SCREENPRINTING





CARDINAL

**FOUNDATION
SYSTEMS**



BENEFAST

The word 'BENEFAST' is written in a large, bold, white, sans-serif font. Above the letters 'E', 'N', 'E', 'F', and 'A' are five white diagonal stripes slanting downwards from left to right. To the left of the 'B' is a white icon of a building with a gabled roof and a window.

CONSTRUCTION FASTENING SYSTEMS  INDUSTRIAL SUPPLIES

PEACHES

AND

PINE



A give back mobile boutique



Master
FLOORING



magic apple

**WE LOOK FORWARD TO WORKING
WITH YOU AND YOUR BUSINESS.**

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