



Logo Savvy: Top Brand Design Firms Share their Naming and Identity Strategies

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How to choose a name and create a catchy mark

After the business plan, the first step for any new company is choosing a name—a seemingly simple activity which can be extremely challenging. The next and equally challenging step is designing a logo that is eye catching, appropriate, and reflective of the chosen name of the business. Even for the seasoned designer, this is a remarkably difficult task.

Logo Savvy will help readers understand how to define the right approach and achieve an innovative and unique solution for both the name and the logo design. Chapters showcase companies whose identities have evolved visually through the introduction of a great name, as well as companies which have developed a visual identity in tandem with a name. Case studies, corresponding side bars, and tips provide designers with the inspiration and tools they need to find the right approach for their own clients.

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