



# THE GURU'S BRAND BOOK

Corporations worldwide are establishing themselves through unique brand identities. Distinctive, singular, and often eccentric designs are brought into play to compete in the market. Visual communications play a crucial role in defining the products and services to the consumers, and the recognition of the brand itself. The chief ingredient in visual design is the company logo – the first impression upon the consumers.

A myriad of design elements and concepts are combined to make the perfect logo. Graphic designers make two primary distinctions between logos – Iconic (symbolic) and Logotype (word-mark). The former uses an image in the design to set forth their product, company, philosophy or ethics; the latter consists of typography that is illustrative of what the company has to offer. Designers often merge the two types, which is called a 'Combination Mark'. The following facets of logo design are essential for consideration:

- **Colors and their psychological effect, alongside their social and cultural implications**
- **Shapes and symbols, and how they are perceived across the world**
- **Imagery that defines and characterizes the type and nature of the product or service**
- **Typography that is exclusive of the overall design, and the undertone it carries**

The Logo Design Guru Magazine features 190 unique, creative and stylish design ideas for designers and companies. Sorted under the two categories, you will find inspiration for fonts, colors, shapes, symbols, patterns, motifs, images, and the perfect way to create your brand design.



# About Logo

Music Learning Institute is a school that teaches people how to study music and play piano in the presence of highly qualified pianists with the help of interactive software and electronic piano keyboards. Sounds like an interesting idea, doesn't it? The client wanted a logo having a combination of music and learning so that people can know in a glance what this institute represents. The finalized logo design is very creative and unique. It shows men as piano keys. It's a brilliant concept executed well!



SERENDIPITY  
DESIGNER JEWELRY



BrassGuys



DANIEL P.  
GOLD & JEWELRY





## About Logo

Whimsy Love, a photography firm wanted to display their name in their logo design. The concept that fits in this scenario is that the photographer tries to capture the magic that children see in this world and, therefore, the word whimsy represents quaint, unusual and comical feel.

To link the name with the design of the logo soft and mild colors are used for the text that appears to be written by hand. Plus, colored hearts and circles along with a cute butterfly are also used in the logo to depict what children see around them.





## About Logo

The name describes the story of the Black Cloud of sadness that follows you wherever you go. This unique name is used by a band whose music is dynamic and inspiring. They capture a special genre that captures sadness and rage. They wanted a logo that could depict the very essence of their music. The final selected design had a crow in it that gave it a spooky effect and perfectly portrayed sorrow, grief, and anger.





## About Logo

It is an independent organization that aims to bring people from diverse backgrounds to one platform where they can analyze and present creative solutions on various social problems. The company wanted a symbolic logo that was creative, yet contemporary.

The selected design comprised of an illustrative logo showing a group of men in spiral formation representing the community of people who will be a part of Fikirbank. Secondly, the spiral of men in blue is also giving the logo a sophisticated look.



## About Logo

Spherus Media Group is an internet radio company that aims to provide radio entertainment for people, as the name suggests, all over the world. They wanted a logo that would portray both their work and their universality. The winning design used an abstract contour of a radio mic to show a sphere made of dots of various sizes in different shades of red that are flowing from the company's name to depict their global outreach. The text used is modern and professional, and goes superbly with the whole design.







## About Logo

Agile Web Space is a corporate group that links 17 websites under their name. This group of websites promotes coupons and deals-of-the-day ads for various brands. The company sought a logo with a bright, novel design that would represent their offered schemes and products for sale.

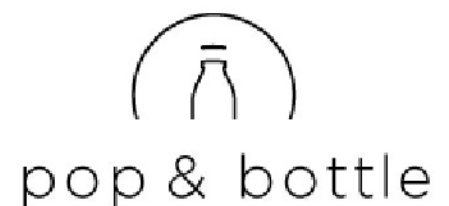
The final design that was selected used large, clear-cut text for the company name, and a symbolic concept to flaunt the company's offers through coupons and deal tags in the logo. The use of rich, vibrant colors in the design make the logo instantly eye-catching.



# About Logo

FM Hot Yoga studio offers heated yoga rooms for people of all age groups. The company fancied a logo that would limn the nature and characteristics of the type of yoga service they offer.

The Indian ornamental motifs relay the origins of the yoga, while the spirals around the woman in yoga posture signify wind and heat, alongside balance, growth, connectivity, and awareness. The handwritten style of typography makes it easier for people to connect with the design, while giving it a unique touch.





## About Logo

Consignment Embassy is a stylish and ritzy furniture shop that sells a variety of modern and classic pieces, furnishings, and lighting accessories and fixtures. They are widely known for the beautiful range of chandeliers that they have to offer. The company's business is perfectly characterized in their chosen design. The exquisite chandelier on top, and the classy sofa below the company's name, combined with the bold font, silver and teal color scheme, gives the logo an elegant and fetching look.





## About Logo

Casino Parties of Dallas organizes entertaining, exclusive parties for people with casino games and other interesting features that make them enjoyable, social, and memorable events. The company asked for a fun, classy, and retro logo design. The chosen logo comprises of a combination of font styles and design elements. Bold typography for 'casino parties' show sophistication and professionalism, the calligraphic script for 'of Dallas' gives it an elegant and unique flair. The whole logo is designed on a poker chip, with playing cards and rolling dice adding a business-specific character and a vintage style.







## About Logo

World's Wurst BBQ is a classic texas style smoked bbq joint that cooks their food on oak fired pits, hence, the tagline: 'it's the pits'. The company required a rustic, timeless logo, with a modern design.

The features of this logo encapsulates the idea by using cooking pits in the imagery placed inside a fire, and then accentuated it with old school fonts and bbq forks. An extraordinary, vintage design for a traditional food place.



LOGOTYPE



## About Logo

Twisted Easel is a fun filled art studio that organizes social events full of creativity, painting, alcohol, and much joy. The selected design has two different fonts in it, each with a different connotation. The handwritten text used for 'twisted' gives an artistic vibe, while the use of sans serif for 'easel' gives the logo a professional look. Various colors for each letter of the bottom text depicts the painting facet of the company's work, and the letter 'a' transubstantiated into a wine glass allude to the enjoyable, drinking part of it.





## About Logo

Cajun Corner is a restaurant for savory crawfish and other types of seafood. The winning design comprises of a handwritten, brush style, old school font forming the body of a crawfish – representative of the long history of the Cajuns. The claws protrude from the letter 'r', while the antennae are jutting out from the letter 'e', and a tail behind the letter 'c' give the logo a perfect, complete image of a crawfish. The use of orange in the background is the color of the dish after it is prepared.





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## About Logo



Lovely Cosmetics is an upscale cosmetic brand that wanted a wordmark logo with a feminine, yet sophisticated touch. As you can see, the final selected design is very classy. The whole text is in simple font, whereas the 'ly' of the word lovely is in pink script. The reason for these letters to stand out from rest is that they are the initials of the owner's name. Isn't it a fantastic concept?

The logo is beautifully linked with the cosmetic business by an alphabet that appears as lipstick stain. Very feminine!







## About Logo

Kit Kot is a decorator set seller that includes paint, roller, and brush along with other necessary items required for painting rooms and walls. Kitkot is a combination of two words. Kit means everything that one needs and kot is referred to a small room. To relate the name with the business the final design uses a paintbrush as letter 'i', paint can as 'o' and paint roller as 't'. The logo has many items and still it looks professional. It seems like the designer just nailed it!





## About Logo

Hoopstyle is a business that caters to people who live their life in basketball fantasy. Its services include basketball training, health and fitness, apparel sales, camps, videos etc.

In this case, the final design is professional and gives the logo a sports-like look. The word hoop is written in bigger font, whereas 'style' is written in smaller font. A basketball is used as an alphabet in 'hoop' and few lines are marked below the text that resembles to a basketball court.

Work of a genius!





## About Logo

Muff City is a sandwich delivery business that requested a professional logo for its business. Out of many concepts, six designs were chosen as the winners. One of the selected designs is this one. This is a smart design that displays a sandwich as an alphabet. Above alphabet 'u' of 'muff', shapes are present that appear as an olive branch. Orange and dull orange colors are used on a greyish background which offers a professional and modern look.



GREAT SANDWICH - FAST DELIVERY

926MUFF



REDEFINING ELEGANCE







## About Logo

Happy to Give Boutique is an online shop for purchasing custom, hand-made baby bouquets and lingerie bouquets. The selected design is an alluring logo for both new mothers, and people who wish to give something special to their lovers. The use of a simple, but artistically designed bouquet with flowers and a heart doesn't limit it to any particular kind of gift or person, but maintains adaptability for customers. The handwritten style of font in purple, pink and green gives it an elegant look, while making the design for babies, ladies and men alike.





## About Logo

Just Say Cheese is a company that provides glowing photo kiosks with attendants, unlimited photo sessions, and a great opportunity to have unforgettable pictures taken with your friends in funny and comical poses. The winning logo design has the initials in the form of a camera, with a smile and happy-looking eyes in the center of it made with the letter 'c'. The overall design conveys professionalism and a modern style that can cater to corporate clientele, as well as weddings and high school festivities.



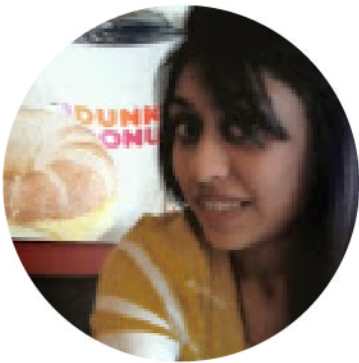


## About Logo

Marari MAI is a jewelry line that offers exquisitely fashioned ornaments and trinkets. The chosen design represents what such adornments mean to people – elegance and beauty.

The curly text is symbolic of grace and style, while the included design of necklaces hanging from the letter 'm' and a sparkle is illustrative of the company's high-end products.





## About the Author

Shyrose Vastani is a digital media marketer and visual media blogger who has keen interests in research, technology trends and graphic design. With a background in psychology, she is passionate about learning and sharing knowledge about visual media and its impact on consumer behavior and people in general.



## About the Company

With over a decade of experience in brand identity designs to its credit, Logo Design Guru Inc. has satisfied thousands of customers. By persevering and pursuing quality brand designs, building lasting relationships with clients, and harboring a supportive creative community of designers, Logo Design Guru is a major player in the industry of graphic designs.



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