



What is considered a successful brand?

“The trademark draws the eye, conveys its own message and triggers the viewer’s recall of all qualities a company stands for.”

—J. Gordon Lippincott

FOUR GENERAL IDEAS A SUCCESSFUL IDENTITY SHOULD COMMUNICATE

WHO
you are

Typically it will consist of a logotype with the brand’s name.

WHAT
you do

It may portray the brand’s product or service.

HOW
you do it

It showcases the brand’s process or tools.

WHERE
you want to go

Sometimes the visual solution represents a brand’s goal, vision or other type of abstraction.



MARIOLI
MEXICAN CUISINE



Actium
Biosystems



logo

Logo

It is a graphic representation of an idea, entity, or object.

It is also known as an identity, mark, or brandmark.



logotype

Logotype

It is a word or words in a distinctive and particular typeface.

A logotype may be redrawn or modified to better express the company’s personality.



signature

brandmark

logotype

Signature

It is the specific designed combination of a logo and a logotype. A company or business may have several signatures that should never be changed from the original and approved composition.

GENARO
DESIGN

Our methodology begins by listening and understanding the clients’ need, researching their industry and competition, then presenting a conceptually driven solution.

We strongly believe that a good mark should represent critical thinking, in other words, every graphic element used on the mark must have an intentional purpose—a concept; additionally, the aim of a logo is not to tell a story, but to identify the brand.

Finally, we strive to find the perfect balance between an image, a sign, or a symbol—known to us as the 50/50 rule.

Be memorable.SM

Brands tell a story, we make them memorable. genarodesign.com

