

Brainstorming session was done with John Bailey using [Logo Brainstorm Guide](#).

The "I" statements are from John's perspective.

Company Slogan and Motto

Tagline

Solutions & Consulting That Moves You Forward

Alternative

Investigating to improve your market connectivity and impact

At Our Core

We have a mentor and training focus in our core which enables us to know how to dive in and drive with our client's vision to pick the right solutions and advice to move them forward

Branding

Adjectives

Some words are made up and some are not exactly adjectives

Professional	Engaged	Loving	Resolute
Energetic	Committed	Brainstorm-able	Receptive
Passionate	Unified	Driven	Dynamic
Accurate	Inquisitive	Ambitious	Mature
Detailed	Results Oriented	Mentory	Creative Solution
Caring	Transparent	Ethical	Effective
Approachable	Growth Centric	Honest	Connecting
Direct	Metrics Centric	Determined	Networking
Innovative	Inventive	Humility	Confident
Momentum			

Actively Removing

For us and our clients

Ambiguity	Envious	Separation	Lacking Details
Greed	Helpless	Pride	
Fear	Confusion	Lacking Mentors	
Defeat	Finicky	Lacking Metrics	

Brand Perception

Innovative but in context to helping them pull their visions into reality through better connected markets and metrics that match solutions. Want our clients to feel energized but “safe” that we are with them in their endeavor knowing we don’t take on any client. Confident they will either have their metrics of success in our forefront or we will help them craft them for the project / product

Logo Feeling

This one is hard for me and hence the need for a designer to help.

The logo is clear and conveys connected to the modern world. **Feels like motion and breakthrough and professional.** I’m not targeting other programmers.

Logo Design Elements

Brand Story

We take our clients vision and create measurable solutions for increased market place value. Yeah just throwing down ideas. I know it sounds vague. Delve is a word I like but is an unfamiliar one therefore the logo needs to accelerate the understanding of delving

“We delve you forward”

Logo Type

I know I want a logo that is easy to see in smaller forms and able to fit in a header

Mascot

Not a mascot logo

Monogram / Lettermark

No

Wordmark

The words are not common. Therefore, the logo needs to explain the words / convey the meaning.

“

A wordmark is a good decision if you’re a new business and need to get your name out there, just make sure that name is short enough to take advantage of the design. Anything too long can look too cluttered. [Source](#)

I would add to that if your name composes of words not common it can be confusing. I hear “what does delve mean.” Most importantly I want the *meaning* not the name to stick.

However, perhaps I’m wrong and this is a better direction.

Pictorial

Seems like a fit. Target is an example logo, but the word target is well known and easy to convey; it is not abstract. That said, Snapchat logo attempts to say “be a ghost” (anonymous)

“ You need to think about the broader implications of the image you choose: do you want to play on your name (like John Deere does with their deer logo)? Or are you looking to create deeper meaning (think how the Snapchat ghost tells us what the product does)? Or do you want to evoke an emotion (as the World Wildlife foundation does with their stylized image of a panda—an adorable and endangered species)? [Source](#)

However, so far no known pictures seem to work (e.g. shovel, pickaxe, telescope, fast forward). Again, they could work **if** brought to life in a way that captures both sides of the idea.

Abstract

This might be the most likely logo type **IF** it is not completely abstract (meaningless).

“ The benefit of an abstract mark is that you’re able to convey what your company does symbolically, without relying on the cultural implications of a specific image. Through color and form, you can attribute meaning and cultivate emotion around your brand. (As an example, think about how the Nike swoosh implies movement and freedom). [Source](#)

“ ...[allows] you to create a completely unique image for your business, but are best left to design professionals who understand how color, shape and structure combine to create meaning. [Source](#)

However, this seems like the hardest one to get right

Combination

Seems hard to pull off and often works better with physical products than abstract services.

However, perhaps this is the ideal one since we could show it starting one place and then creating motion through the letters to the end and beyond. Moving forward and delving would literally be in the name. While I’m wanting a Pictorial logo, perhaps Combination is ideal

Emblem

No just seems dated and hard to fit on one line. Plus, these seems too traditional for me.

Typography

No expert and seems to really depend on the overall iconography and design. That said, if I had to pick a typography to start with I'd choose one of the following: Roboto, Nexa, and Ubuntu. I know I am not interested in ones that convey the feelings in [Spirax](#) seems to 1930s to me.

Color

Blue or Green really catch my eye right now and maybe purple (See Fig 1A for green or purple)

Fig 1A



Example of blue might be [Color](#)

Inspiration

From the Competition

While Deloitte is a straight forward logo that says to me they provide everything, their logo is a Wordmark and emphasizes the name not what they do.

Most of what I noted from other Software Consulting and Solution companies is their logos are not helpful and I don't really think modern in any regards.

From other Industries

Other industries get it better

Nike conveys motion. *Granted they are not a competition.*

LinkedIn, the logo emphasizes the "in"

