



A C H E T E - V E N D U

BRIEF

“Achete Vendu” is French for:

“To give and take.”

It is also the mantra and the name of a company a close friend of mine owns.

She asked me if I could design a logo for her company and had no input on the design direction. So she left the creative development to me.

SOLUTION

My idea was to develop a logo that was minimalistic—clean and simple. I also thought it should just appear in black and white only.

The idea was to use the letter forms “A” and “V” to be the primary design elements of the logo. Since both letter forms point in opposite directions from each other, and are basically the same shape, it made sense to me to style them together as a “yin and yang” device. I removed the bracket in the “A” from Achete as well as the logotype for consistency. The end result—*“to give and take.”*



BRIEF

Most of my asset/financial investment clients will have typically chosen a company name for their firm and often don't have many thoughts on executional input or direction for their brand identity. *Not always, but usually.*

On this one, all I had to work with on this logo was the company's name.

SOLUTION

My approach was to keep it minimalistic—creating a visual device that suggested a bridge connecting two points—the start and end of the logotype itself.

The final logo, above, was approved with no further revisions and on the first swing.





BRIEF

The definition of Ataraxia means “to realize a state of extreme calm.” Or, to turn chaos into calmness.

This client already had an identity he had put together but confessed he was better at capital management than he was with design. But, he was wed to the name of Ataraxia and needed a new identity design.

SOLUTION

My design process was to use “flow” as a design element in my proposed solutions, hoping to depict a sense of calm.

When I think of “flow,” water comes immediately to mind—a brook, an ebbing tide, et cetera.

Here, I used the negative space for the gentle wave in this image. It breaks the rigid diamond shape in half and creates two separate elements, illustrating the power of calmness. They loved it!





BRIEF

The request was to design a logo for a boutique retail store specializing in jewelry, clothing, accessories, candles and home decor.

The primary audience for this store is young women with a Boho vibe.

SOLUTION

The word “Aurum” is the Latin word for gold and appears as #79 on the Periodic Table of Elements. That seemed like a good starting point for a logo design—and I wanted it to appear like real gold.

It obviously had to be effeminate in its design so I chose a modern calligraphic typeface and counterbalanced with a laurel.

When reproduced in printed media, it would be done in a gold foil stamp, or in a gold metallic ink.



BRIEF

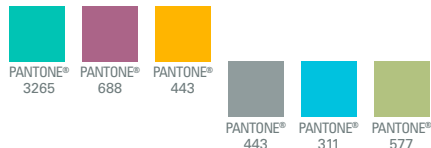
To develop a logo design for a subscription-based HR tool utilizing AI for conducting interviews for job applicants—without the interviewee ever knowing they were interacting with a machine-based interviewer.

The process would parse the best possible candidates to meet a specific criteria without negative bias (such as age, race or religion) and without any other personal influences.

The request was to also give the brand identity a “somewhat effeminate look.”

SOLUTION

My solution was to make this brand mark a metaphor of sorts. The graphic device is intended to be a flower but is actually an asterisk from another typeface—something imaged to be one thing while it’s actually another.





BRIEF

Before



BV International Management an investment group whose mission is to generate long-term capital appreciation by purchasing digital royalties from the entertainment business in markets that are difficult to price and inefficient.

All they had was the above logo (which they were “okay” with) and they had a presentation they put together. They knew they needed help—which I delivered on.

SOLUTION

After



I decided to create something that was bold, contemporary, and stood out from the competition (think Round Hill Music, The Music Royalty Co., and Hipgnosis).

Plus, I wanted it to be edgy and carry an entertainment industry vibe—colorful and rhythmic.

According to our client, we really knocked it out of the park! Be sure to read the [case study](#).



Beaufort Art Association

BRIEF

While serving as an Executive Officer with the Beaufort Art Association, we concluded that the previous logo design (originally developed in 2005) appeared outdated and stale. It was unanimously decided that it was time for a brand refresh.

Below is the original logo.



SOLUTION

Beaufort is a coastal city in South Carolina between Charleston and Savannah, Georgia.

The Atlantic Ocean, its Lowcountry marshes, and its rivers are a tremendous part of Beaufort's culture.

My concept was to create a graphic element that suggested the many sailboats found on the Beaufort River. But, was also intended to be a red, yellow and blue array of primary colors—projected as a prismatic display of light with the intersecting colors forming secondary colors.



BRIEF

A close friend is developing a website that will offer the best rated services, hospitality, and retail establishments in the city of Beaufort, South Carolina (based on customer reviews, much like Yelp, with star ratings).

What I was provided was the company name and thoughts regarding how this brand identity should reflect Beaufort's culture.

SOLUTION

My design solution was to use a flourished, modern calligraphic typeface and to incorporate the natural, iconic nautical elements found in and around Beaufort's waterways.

There is also a coastal city in North Carolina bearing the name of Beaufort so it seemed important to incorporate the distinction between the locations.

BRIEF

This asset manager's firm is comprised by the two brothers founding it—Carter and Marsden.

There was not much creative input delivered other than their desire to have something “classy and clean.”

SOLUTION

Given the creative criteria, I chose to work with a straight logotype and executed with it just two colors. The logo at top was chosen without any other modifications.

Below is the second runner-up concept I had presented. My thinking was that a simple graphic element might work—by using two flags, representing the two unified brothers.





BRIEF

Another capital management client requesting a brand mark with little input other than the name of the LLC firm that already existed.

SOLUTION

The design of this mark was proposed to be a literal visual reference of the company's name—something symbolizing a compass in some form and the element of water from a creek.

The approval process was an easy one—they loved it!





BRIEF

Culture Accelerators is a start-up company geared toward behavioral and cultural changes in the management and business practices of its clients to promote diversity and peer acceptance.

SOLUTION

My design solution was to portray a sense of acceleration by the use of a cyclic graphic element with the word Culture within its center—it says it all!



Optimum Brand Color (to be used on logo only)



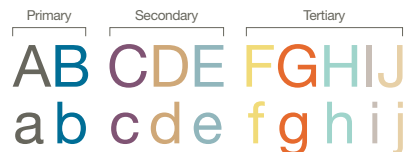
Primary Colors (main emphasis on text and graphics)



Tertiary Colors (limited to supporting backgrounds and as graphic)



Secondary Colors (discretionary use on text and graphics as necessary—as support)





BRIEF

This capital management firm had secured the name Diligens as a wordplay on their Due Diligence process of vetting qualified, potential clients.

As a made up word, it's challenging to create a visual image of something that doesn't really exist but suggests its processes.



SOLUTION

For this solution, I focused on the "D" letter form in Diligence for the logotype. The sphere containing the "D" represents a visual element denoting stability.

The circular, fading element surrounding it suggests the vetting process to illustrate the passage toward clearance.

At left is the original concept. The client didn't gel with the orbiting sphere and thought it was too abstract. While I thought it made the process look balanced and suggested a perpetual activity, the client didn't approve it.



BRIEF

The firm was looking for a brand identity and had no perceived creative ideas in mind except that they wanted to use the name of a Greek or Roman mythological God—but most were either trite or overused. Along with a new identity, they wanted a stationery package consisting of a letterhead and business card as well as a presentation, monthly summary, and a website.

SOLUTION

I researched this and discovered that “Helios” was not a commonly used name in the financial industry so I proposed Helios with some logo options.

(Helios was the Greek Titan God of the Sun, a guardian of oaths, and the God of sight.)

This logo was approved on the first pass. The only revision made to it was done by me—changing the “Capital Management” typography from Eyeglass Wide to Gotham Book Regular.

Be sure to read the [case study](#).



BRIEF

Northbank is a capital management firm located just outside of Richmond, Virginia, where our client grew up.

The Founder/Owner said he'd spent countless hours on the North Bank of the James River in his youth and he wanted to depict this location in his brand's identity.

SOLUTION

The concept in this brand design is to illustrate the progressive transition from the dark blue water to the bright blue sky—depicting the elements of the water's waves to the breeze above the waterline.

