



Bingham Town Council

Logo Development

Logo = symbol + text + design

or a combination of all 3 three to depict the name and purpose of a business

Logo or Brand Identity?

A **LOGO** is an image which identifies your business and is either symbolic, typographic or both. A good **LOGO** shows what your company does, your brand values and is an integral part of your brand identity.

Your **BRAND** gives your customer a gut feeling, a 'trust' in your product, service or business. When a brand identity works well, your customers should be able to recognise your brand even if they don't see your logo.

What makes a great logo & brand design

When creating your **LOGO**, the most important thing we think about is your target audience. A good **LOGO** places your **BRAND** in a customer's mind, they must instantly recognise you and know what your company stands for and what you do.

Simple shapes and colors are quickly recognised so the clever use of typography, image and colour will tell your unique **BRAND** story, helping you stand out in your marketplace, making it easy for your customers to find and identify you.

Our 5 tips for a good brand logo

1. **Story** - a successful **BRAND** is rarely about a design, it is more a general impression or story at the heart of your business and helps to shape customer expectations about what you can do for them.
2. **Colour** - applying colour psychology or 'colour secrets' to branding ensures your company's values are conveyed not only through words, but through the colours used. As color and contrast are critical to detecting visual details, you are effectively doubling your branding message, instantly differentiating you from your competitors in your target market.
3. **Typography** - correct use of legible fonts, suitable for your market, create an incredibly strong **LOGO**.
4. **Timeless** - avoid short lived trends that will date and cost you money in the near future.
5. **Versatile** - it should work over all areas of your business from social media to printed materials, apps, shop signs or embroidered uniforms. It's also vital that the logo will scale up or down.

Our proposal

We have created a strong, memorable **LOGO** which will send the right message to your ideal customer and encourage them to KNOW | LIKE | TRUST in your business. We look forward to helping you #loveyourlogo and #buildyourbrand

Wendy & Marcus

Ovy Design

Bingham Town Council - Current logo

Even the most basic update to the colour is a vast improvement and modernises the logo but it's worth ensuring we future proof the design with a full rebrand.

We will ensure that the rebrand achieves a timeless design that will work with the new Town Branding to give a premium, cohesive look to all promotional materials.



Changing the black to blue/green immediately softens the logo



By further changing the white to ivory the logo becomes more sophisticated.

Using the existing Buttercross motif

We have used a solid square as the background shape to create a strong 'button' logo and to work in social media but the design can be used in the round format as the main logo.

Heritage Blue Green has been used as the main colour to be cohesive with the Town Branding but the different layout and the curcular design give BTC a unique logo of their own.

There will be additional shades as part of the brand palette that may be used in marketing graphics and for different strands of the website etc.



1.



2.



3.

Developing the Buttercross motif to tie in more with the town branding

We experimented with different degrees of complexity to update the Buttercross motif.



Using the same Buttercross illustration as the Town Branding