

LOGO DESIGNS

IMAGE-BASED LOGOS

TODAY'S LOGO can be traced back to ancient China where artists and craftsmen marked their work with distinctive pictorial symbols. In the industrialized age these personal marks evolved into trademarks which were protected by law. Contemporary logos not only mark the products of individuals and companies, they also serve as signatures for events. A strong logo communicates an identity in a single image. It must have style. It must be timeless, appropriate and unique. It must be readable when larger than a billboard or smaller than a postage stamp, in one color or many colors. A logo is often the public's first contact with a company, a logo establishes that all important first impression.



A coaching company serving those who are ready to fully engage in the game of life



An independent publisher of the award-winning book "Mojo Mom"



A seminar and coaching company focused on enhancing individual personal balance



The Intentional You
Free Your Mind • Open Your Heart • Transform Your Life
A growing company which provides life, relationship and executive coaching



A multi-faceted company which produces seminars, products and sales training



A break-through business which delivers leadership coaching and organizational consulting



Bestselling "Chicken Soup for the Soul" co-author Mark Victor Hansen's seminar



Mark Victor Hansen's "Mega" seminar focusing on marketing for entrepreneurs



A charitable organization which connects the needy with those who seek ways to give



Healthy dietary products developed by Dr Himanshu Patel



Independent publisher for William Oak's enchanting "For Love or Nothing"



Publisher of parenting books and operator of children's resource fairs

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IMAGE-BASED LOGO DESIGNS



A new identity for a progressive global language translation firm.



Big Heart publishes books and produces seminars dedicated to teaching love.



How does a footprint become the letter "B" on a sunny horizon to a better life?



The image for this organization of women entrepreneurs looks bossy and it is!



An old 1940s movie theater takes on a new look as a performing arts center.



Something bugging you? This cartooned mosquito cannot penetrate this product.



This Lake Superior ferry system splashes its logo on staff uniforms and marketing pieces.



Jazz violinist Randy Sabien never skips a beat with this hip logo.



The client said, "Nothing cuts as clean and sharp as our product" and we "saw" that.



Who wouldn't want a loan from someone with this genuine, warm, fuzzy feeling?



Hand-rendered illustration and lettering captures this northwoods theme to a tee.



To portray wealth, why not look like the hood ornament of an expensive vehicle?



Don't forget to create your business name and logo as a dot-com too.



This new hospital wanted its logo to speak to its four divisions coming together.



A simple approach that says "bistro" through retro design and kitchen-y colors..



Go online and order lunch for your busy office staff. What could be easier?



Order dinner online for a house full of guests. This logo says it all.



Sometimes black-and-white is the most sophisticated solution.



Positioning type in the shape of the sun completes this Aveda salon's sunny image.



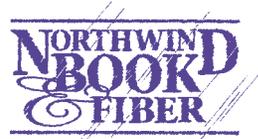
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FONT-BASED LOGO DESIGNS



A directional arrow, a little whimsy, and alternating color dress up simple words.



Type that is set then sketched into by hand adds a hand-crafted feel.



Umbrella company for 25-year veteran speaker and consultant Howard Heyden.



A simple twist for creating an attractive identity for this independent publisher.



Author and self-publisher Peter T Crowell uses his initials in this distinctive mark.



Calligraphy or script creates a warm, distinctive personal brand.



Hypnotist and motivational speaker Wayne Lee goes for personal branding.



Another example of personal branding for a bestselling author and "Oprah" guest.



Personal branding for the Kings' multi-faceted ventures.



The tagline here is interchangeable to "publishing," "consulting," etc.



Self-publishers can easily own the look of a major publishing house.



Use your initials and a simple symbol to develop an elegant identity.



The "o" is a target. The "i" is lightning. And the tagline says it all.



This company develops websites exclusively for no-nonsense CPAs.



Plain ole type, lots of fonts, lots of color. Voila! A hip and memorable logo.



The umbrella company for Steven Power's publishing, speaking and consulting.



Another company under the "Power-2-Be" umbrella, focusing on sales and marketing.



Yet another company under the same umbrella, focusing on sales leadership.



And another company under the umbrella ... all branded with black, grey, red.

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