

**YOU WANT
A LOGO**

BUT WHAT YOU REALLY WANT IS A

**UNIQUE
BRAND**

THAT REFLECTS THE PERSONALITY OF YOUR BUSINESS

WE DO THIS IN 3 STEPS:

1. DISCOVERY

2. DIRECT

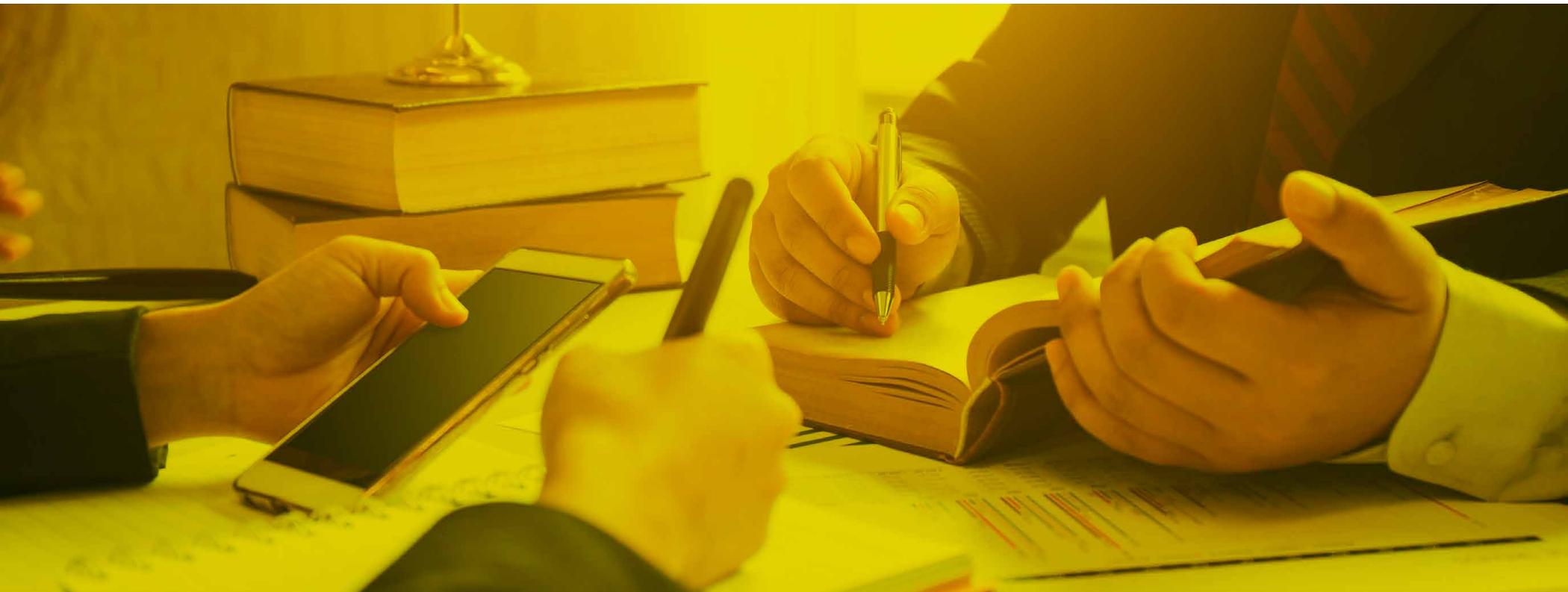
3. DESIGN

1. DISCOVERY

Through an interactive workshop, we'll get clarity on who you are, what your business is all about, who your clients are that you serve, how you solve their problems, and what differentiates your brand among all others.

1. DISCOVERY

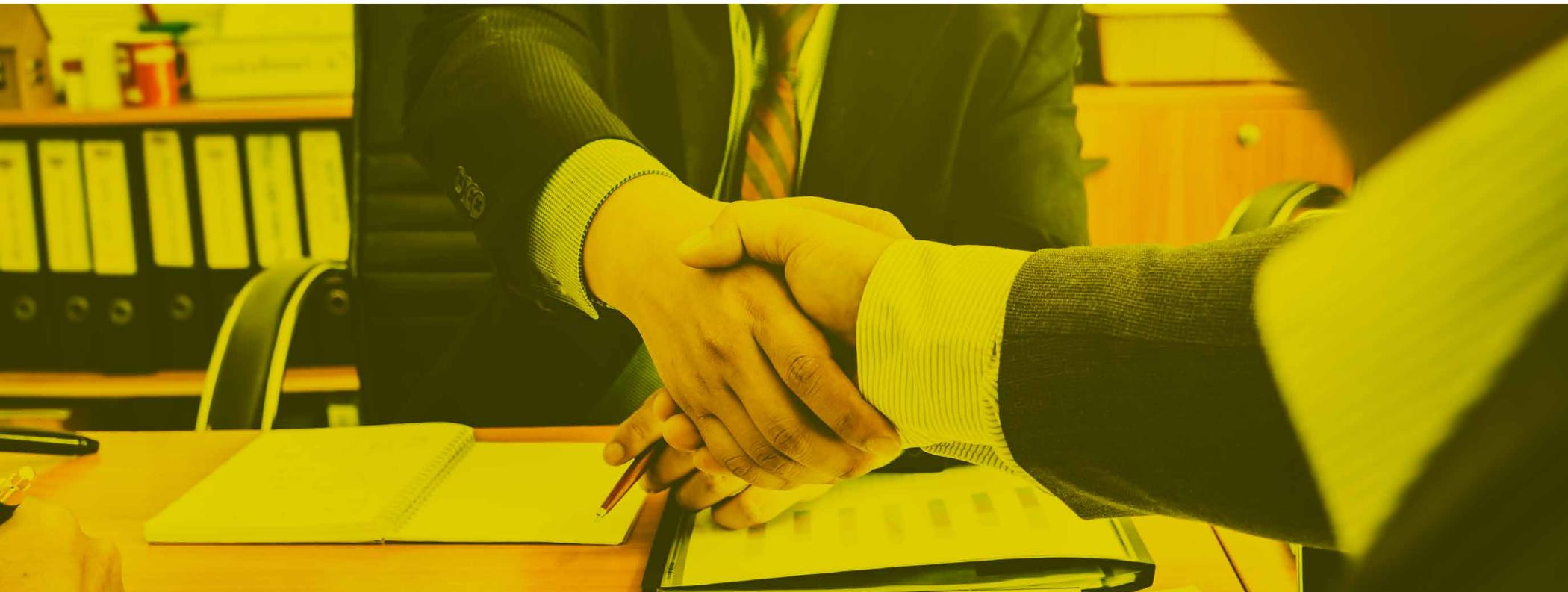
Let's take the example of **Magus Legal**. They are a start-up corporate law-firm who's clients are **powerful executives in the entertainment industry**.



1. DISCOVERY

From our work-session, we discovered the following:

Magus Legal provides legal services to powerful clients, in a modern environment with a bold voice. Helping their clients feel empowered and be assured.



2. DIRECT

In this step, we'll take everything we gathered from the workshop to create a brand roadmap. This roadmap will include your positioning, value proposition, direction on the look + feel and tone + voice, as well as a list of priorities. This will be the guiding post for your brand moving forward.

2. DIRECT

Magus Legal are the **modern-day mavericks**. They are trail-blazers, and they need a branding that is **BOLD** and **HIGH-END**, that differentiates them from the bigger traditional corporate law firms.



The Maverick

3. DESIGN

In this final step, you will get to see your brand's personality come to life. We'll design the deliverables that were determined from the strategy so you can turn loyal customers into raving fans.

3. DESIGN

First we'll come up with 3 logo designs that reflects the personality of your brand.

For Magus, it was to create a logo that is **BOLD & HIGH-END.**

We are designing for the **MODERN DAY MAVERICK.**





**OPTION 1:
THE COLUMN**



Columns are classic icons of the justice legal system, just because they adorn the exterior of court-houses.

Here we we were inspired by the ionic column, to subtly form the structure of the M.

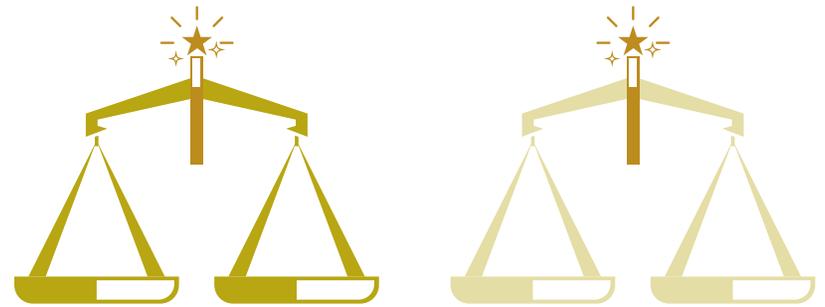
Married with with earth-tone colours, it forms a timeless and prestine logo.

OPTION 1:
THE COLUMN





OPTION 2:
THE SCALES + WAND



Magus means 'magic', and so for this logo, we married the iconography of the legal measure / scales with that of a magician's wand.

This logo is unique and bold.

OPTION 2:

THE SCALES + WAND



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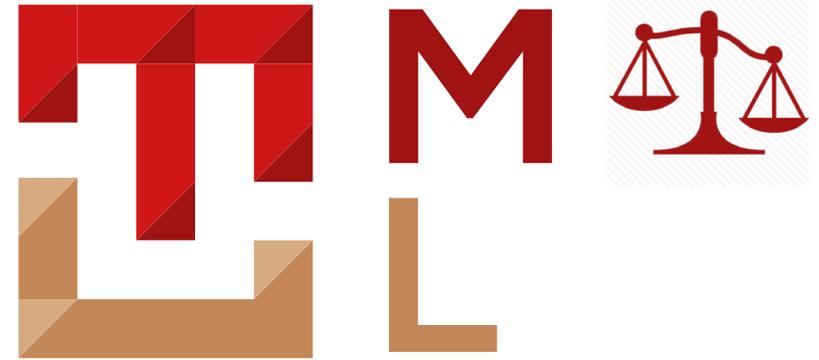
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OPTION 3:
THE INITIALS



The scales / measure is another icon used to represent the legal system. Here we made the logo out of the two company initials, "M" and "L".

The "M" is also meant to represent a scale that has swayed to one side, meaning justice will prevail in the end.

This logo is bold and contemporary.

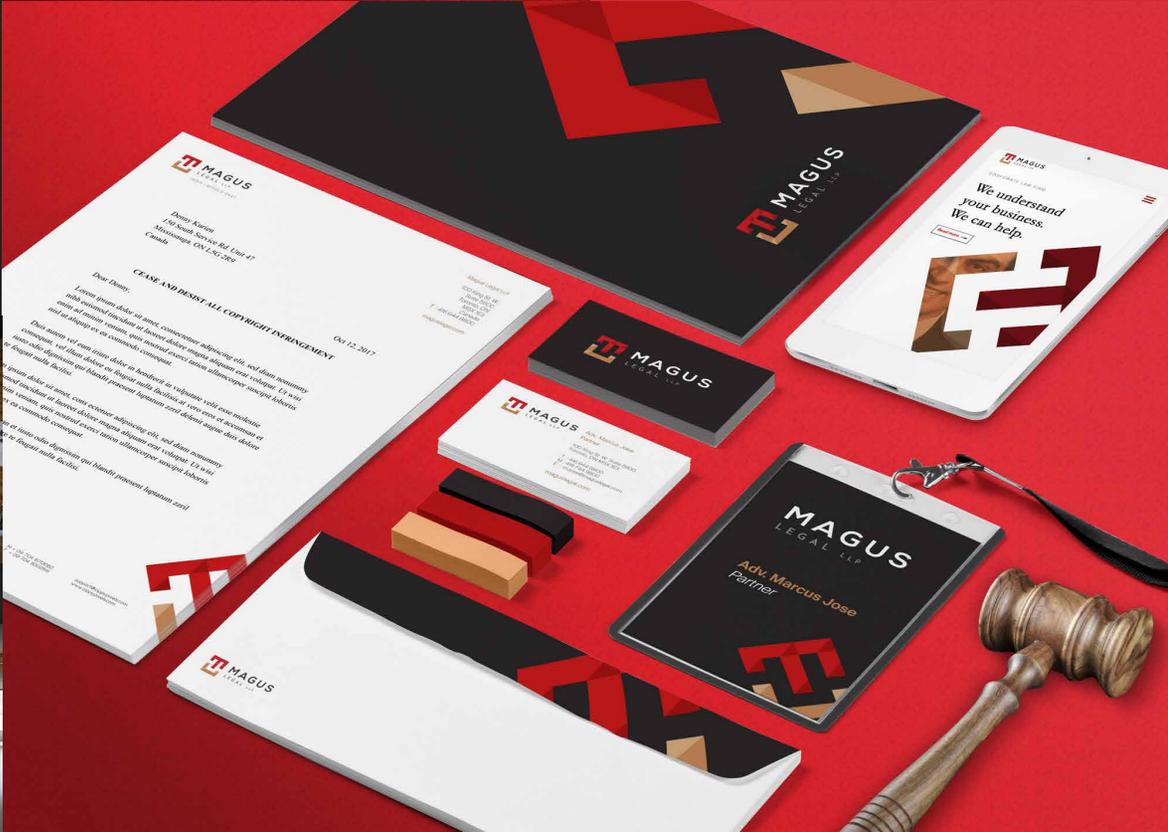
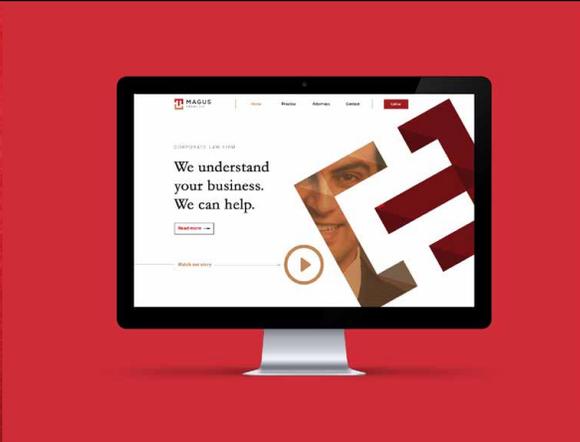
OPTION 3:
THE INITIALS



**FINAL LOGO DESIGN
APPROVED BY
CLIENT.**



We then design all their different touch-points, based on their requirements.



SEE WHAT YOU LIKE?

Let's chat.

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