



OVERVIEW

Sloan Sales is a full service food broker with over 30 years experience serving the New England region. They represent food manufacturers to distributors in three areas: food service (restaurants), retail (supermarkets) and industrial (bulk products used in the manufacture of other products, such as walnuts in ice cream). Sloan had just built a state-of-the-art, in-house kitchen to be used primarily for product demonstrations and marketing functions. They were eager to update their logo and website to align with their vision for the future. Sloan's goal was simple: to leverage their experience, while demonstrating that they were modern and progressive. This was particularly important in attracting new prospects and expanding their reach beyond New England.

EXISTING LOGO STRENGTHS/WEAKNESSES



Strengths

- Longevity/equity. The logo has been in use since 1978.
- The logo uses clever, geometric shapes to create letter forms.
- The logo is paired with the name of the company, so that there is an immediate connection between the letter shapes and what they represent.

Weaknesses

- The logo is dated. The combination of color palette, bevels and shadows combine to create a heavy, tired feel.
- With geometric shapes, a little can say a lot. Repeating the 'S' and adding the lowercase 'I' creates a graphic that dominates the company name. A logo should work with, and complement, the name of the company. It should not overshadow it.
- A logo should be simple and memorable. It doesn't have to represent the legal entity. For example, it isn't necessary for the logo to contain Inc. or Incorporated.

CONSIDERING THE 'S'



The typical san serif 'S' is an interesting shape, in that it is almost symmetrical without being linear. Its fluidity is controlled. This can be seen by adding parallel lines. On the far left, the lines encompass the 'S' almost perfectly. Change the font to an italic, and it tells a different story.



Shape of Logo 'S'

The shapes are not constrained to within the parallel lines. Therefore, these shapes represent an italic font. Left on its own, without any support from a name or other clue, the 'S' is not as obvious.



With a slight rotation and small adjustments, the shapes are now balanced between the parallel lines. The shapes now form a san serif 'S' and it becomes more evident without any support or clues.

CONSIDERING THE NAME

SLOAN SALES, INC.

It might seem obvious to incorporate the legal name of the company into the logo. But a logo is not the place for legal formality. A logo is like a visual greeting or handshake, and is typically the first line of marketing communication with clients and prospects. With name recognition and a 30+ year history, Sloan has a solid reputation. Even with—and particularly for—the goal of expansion both domestically and abroad, it is important to represent with authority. In other words, the time had come for the name Sloan to take center stage.

GRAPHIC ELEMENTS



Logo Mark

The logo mark has been simplified to one 'S', and a sleek dimension has been added to pay homage to the original logo bevels.

Color Palette



Before: A green and gold combination can be quite dramatic. We see it often in sports and education, in particular with teams and mascots, as show below:



And, to be fair, the two colors are appropriate for a food industry company, encompassing the colors found in produce, for example. But it's not necessarily a sophisticated combination.



After: It is not always necessary for a logo to reflect a company's interior design, particularly if the business doesn't rely on or host visitors. But with a newly built, state-of-the-art kitchen and conference area driving the project, we felt it was an appropriate strategy. The new palette of cranberry, indigo blue (or blueberry), and gray is cool and sophisticated. It feels fresh, clean and new. It has authority, is cool but not cold.

SLOAN

Typography

A clean, simple san serif typeface, Avenir has traditional letterforms that convey strength and stability.

Food Industry Sales & Marketing

Tagline

Typically your first line of communication, a succinct positioning statement tells prospects what you do.

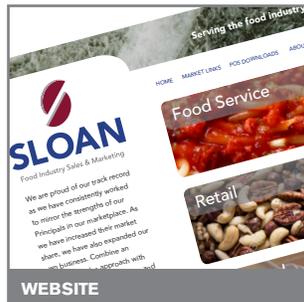


The Logo

The relationship of the three elements to each other is carefully considered, with regard to color use, size and spacing. Cranberry and blueberry are used in relatively equal measure to balance each other, with gray as a secondary/supporting color.

MARKETING MATERIALS

To see full images, visit printgraphics.biz/sloanbranding2.html and click on the thumbnails.



For questions or comments about this project, please email dee@pgi.us