

LOGO

S T U D Y

MOORE MEDIA

MOORE MEDIA

Logo Study v1

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Timeless Icons

A good logo is iconic,
simple, balanced
and timeless.

A great logo is all the above,
unique & memorable.

Here are the Logo Marks you sent over.



Some utilize a critical letter as part of the logo:



Some utilize established icons in their logo:



Some use photo, video or picture icons:



Others were abstract or unclear icons:



The strongest ones probably are:



One last thing before
we continue.

Uniqueness is
very important.

Unique logos can't easily be stolen or confused.

Originals

digital**MEDIA**


 **Elevate**

Infringement

Elevate


 digital**MEDIA**

C O N C E P T 1

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CONCEPT 1



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SIMPLICITY



BALANCE



UNIQUENESS



MEMORABILITY



PROS:

- Leverages universal play & fast forward icons
- Built exclusively with play button geometry
- Incorporates "M"
- Implies forward progress

CONS:

- Not extremely unique
- "Play" button concept may be hard to see

C O N C E P T 2

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CONCEPT 2



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SIMPLICITY



BALANCE



UNIQUENESS



MEMORABILITY



PROS:

- "Bird's Eye" rooftop concept
- Built with "Play" button geometry
- Incorporates "M"
- Extremely Unique

CONS:

- Roof top concept may be too unique
- Roof top concept may be hard to see

C O N C E P T 3

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CONCEPT 3



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SIMPLICITY



BALANCE



UNIQUENESS



MEMORABILITY



PROS:

- "Download" media concept
- Built with "Play" button geometry
- Incorporates "M"
- Extremely Unique
- Extremely Memorable

CONS:

- Download icon connection could be misunderstood by some

C O N C E P T 4

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CONCEPT 4



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SIMPLICITY



BALANCE



UNIQUENESS



MEMORABILITY



PROS:

- "Fast Forward" media concept
- 100% "Fast Forward" button geometry
- Incorporates both "M"s
- Extremely Unique
- Extremely Memorable

CONS:

- Fast Forward icon connection could be hard for some to see

C O N C E P T 5

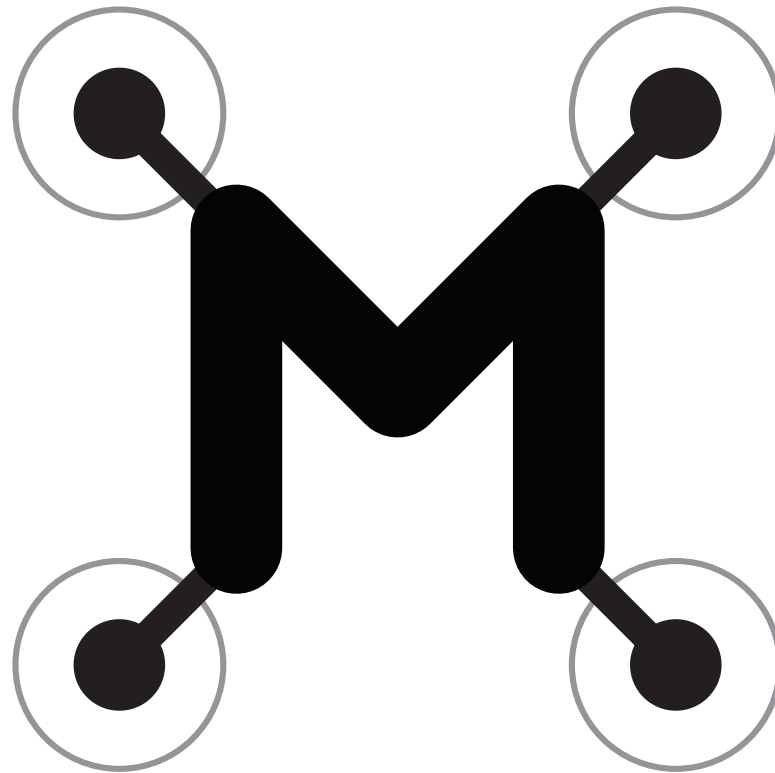
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CONCEPT 5

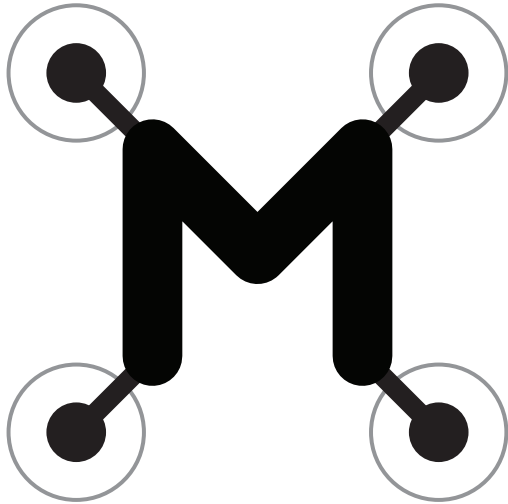


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SIMPLICITY



BALANCE



UNIQUENESS



MEMORABILITY



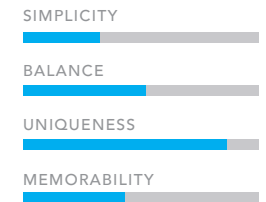
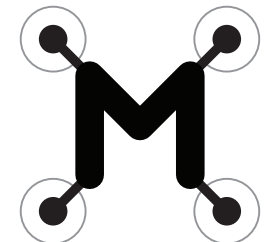
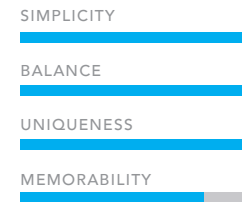
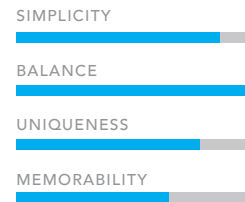
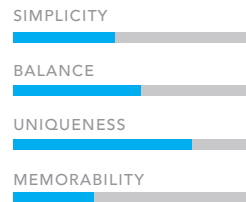
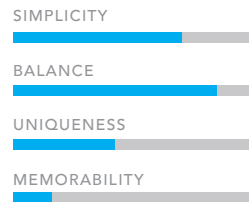
PROS:

- "Drone" concept
- Incorporates "M"

CONS:

- People could think the company makes drones
- People could think the company only does aerial drone footage

COMPARISON



T H A N K Y O U

For letting me be a part of this project.

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