

The WOW Page

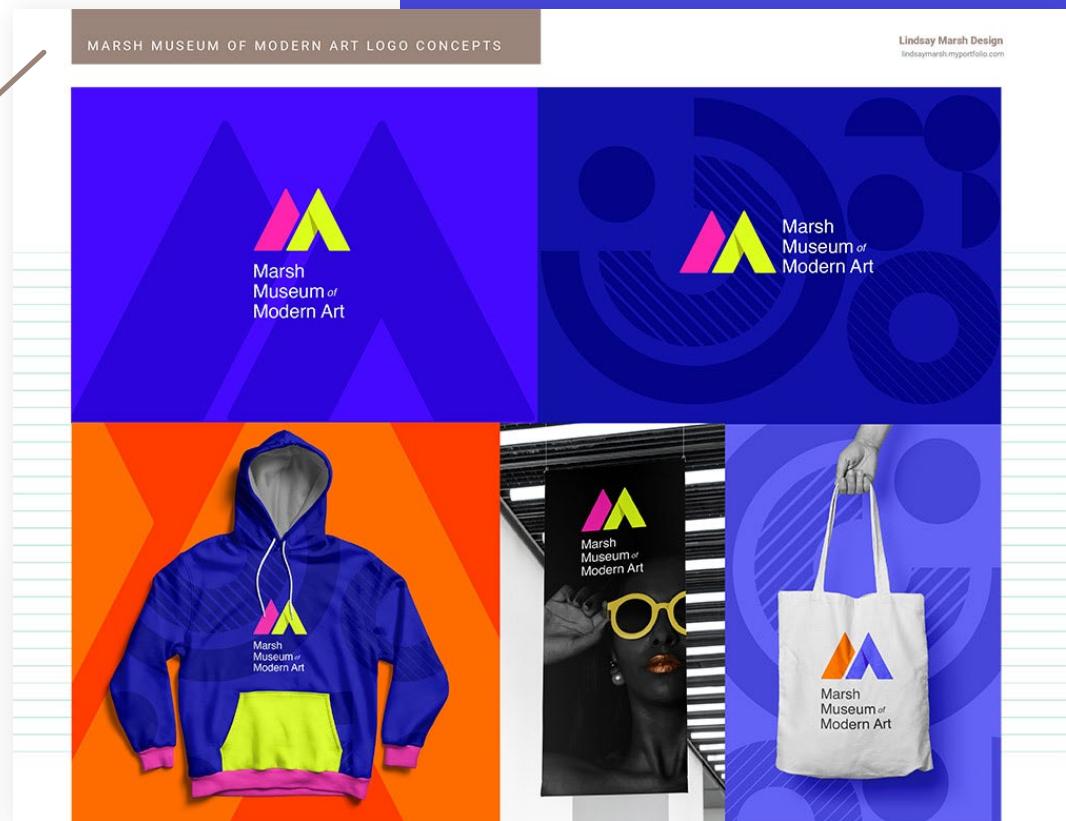
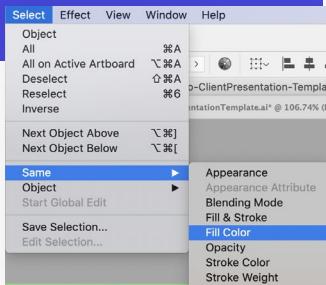
You want to make a fantastic first impression when presenting a logo design concept to a client. Have a WOW page that includes a summary of your chosen logo concept.

This may include the use of polished Photoshop mock-ups which will help the client see their new logo on real products, moodboard/photo inspirations, or a just a simple background with the logo placed front and center.

It is tempting to show a lot here on this first page but try not to make this page too overwhelming. This is your “thesis” page that will help **sell your logo and concept to the client**.

Want to change the header and title text colors quickly across the entire Template?

Select any of the brown/tan header boxes and go to **Select > Same > Fill Color** to switch all of that particular fill color to the color of your choice to match your personal brand



Using Mock-ups

Mock-ups are great to use for your WOW page to show off your design on real world products. I like to use Photoshop mock-ups and you can find several free ones I used here on GraphicBurger.com. Try to use mock-ups that would best fit the companies industry. For example using a business card mock-up for a coaching business or a water bottle mock-up for a gym etc.

Sign

<https://graphicburger.com/flag-mockup-psd/>

Sweater

<https://graphicburger.com/hoodie-mockup-psd-2/>



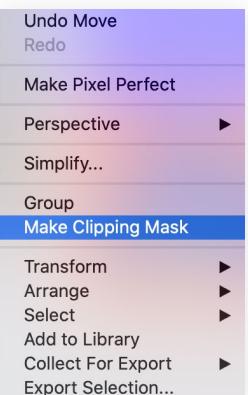
CLIENT NAME AND PROJECT GOES RIGHT HERE

Your Name or Company Name
YourWebsite.com

Clipping Masks

You can use clipping masks to crop your photos in the photo gallery. Feel free to make these any size you would like for maximum impact, I provided several different photo layout alternatives for this page in the template.

Simply place your photo over the shape and select both the photo on top and the shape below. Right click and select **“Make Clipping Mask”** in the menu to crop your photo to that shape.



Early Concept Development Stage

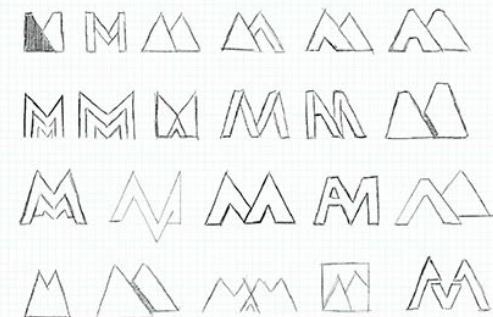
Showing your brainstorming and sketching process can help a client understand how you got to the final outcome. This can answer so many of their questions and solidify your concept and idea.

I would show just a few select sketches or rough concepts, **showing too many can make the presentation lose focus.**

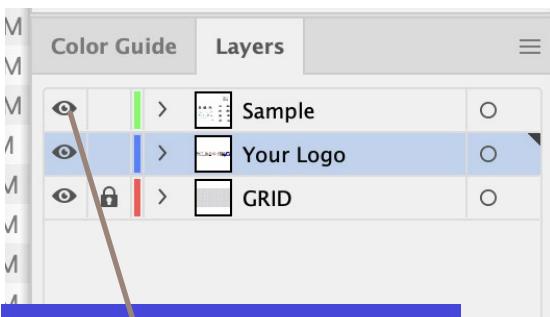
EARLY CONCEPT DEVELOPMENT

Exploring the M Letter Form

During the concept development process I decided to do a deeper study of the letter form M. The letter M has some unique qualities as it can bend and move in many ways and still retain its readability as an M. This prompted me to push the envelope of this letter form and try a ways to combine both the M (3 M's in the museum name) and the letter A into one logo mark or symbol.



CHALLENGE > The biggest challenge was to maintain the clarity and readability of both the M and the A. Careful thought was put into how those letters came together in the center.



You can toggle on and off the sample layer to show or hide the example.

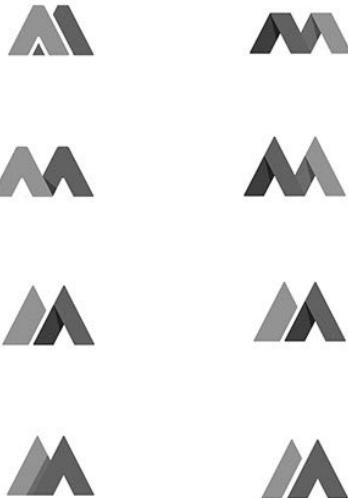
Explain Your Main Idea

Take a quick moment to talk about the overall concept. Why is it shaped the way it is? Why is it a type only logo? Why does it have sharp edges and not smooth? **There are reasons behind our design decisions** and this is where we want to communicate those reasons.

The M + The A

³M+A

After much exploration I discovered several logo marks that successfully combined the letter M and A into one unique mark. I wanted to simplify the mark as much. I also explored rounded or more sharp corners. The sharper corners I felt matched with the more contemporary modern look.



Challenges

Throughout the template there are places to talk about any challenges you had to overcome in the concept development process.

Challenges could include things like:
Combining two words or letters into one while maintaining readability of all letters involved.

Creating a logo that could also work in small digital spaces and still be recognized.

Trying to create a design that appealed to a certain demographic but can remain relevant years down the road.

Feel free to move around the challenges box to fit your presentation best. This template is meant to be customized to fit your needs. It may be that you do not need it on a particular page or you need two of them.

Typography Page

Some client presentations do not need to go into such detail but it is nice to provide a reason behind your font/typeface choices.

When you explain or visualize your choices the less the client will ask "**what does this font look like**" you would have already ruled out certain typefaces.

The client has hired you as the designer to help make these executive design decisions. While the client's opinion is highly valued, you are approaching this from a trained professional perspective. Presenting it in this format can help support that fact and provide you with some authority on the matter.



Finding the Right Modern Typeface

A modern art museum deserves the right modern typeface. After playing with both serifs and sans-serif typefaces it became apparent that sticking with a sans-serif let the logo mark (symbol) take center stage. It also provided a sense of simplicity which is a common characteristic among modern art pieces. Helvetica has earned its place as a fantastic flexible post modern typeface.



Helvetica



Left Alignment

The left alignment makes the viewer more aware of the three M's present in the logo.

CHALLENGE >

The challenge here was how to treat the "of" in this name. I wanted to downplay the word "of" by making it smaller but keeping it in the same Helvetica typeface. This allows us to only need one typeface for the logo, once again making simplicity the key theme throughout this concept.

TIP

Be careful throughout this template to only show what you think helps support your final chosen concept. Be careful not to show too much detail or list 20 or more font explorations. Less can be more.

Want to Charge Higher Prices?

If you are wanting to charge higher and higher prices for logo and branding work being able to go more in-depth in your presentations is helpful.

This sets you apart as not just a graphic designer but someone who thinks more **holistically** about design, business and marketing and how they work together to craft compelling logos/Brands.

Typography
Lindsay Marsh Design

Sans-serif Options



Marsh
Museum of
Modern Art



Marsh
Museum of
Modern Art



Marsh
Museum of
Modern Art

Serif Options



MARSH
MUSEUM of
MODERN
ART



Marsh
Museum of
Modern Art



MARSH
MUSEUM of
MODERN
ART

Exploration Discoveries



Unbalanced ragged type



Unbalanced logo mark and logo type.

Exploration Discoveries

Optional, but if you have some logo arrangements that did not work out this is a great place to talk about it. Once again, explaining these discoveries or "pain points" helps to answer some of those client questions like "Why is the text left aligned?" or "Why is that word smaller than the others?" or a host of other choices you have made. **The goal of any presentation is to have little questions left afterwards.**

Logo Variations

Every logo needs to be able to exist on multiple platforms and sizes. It needs to look good as a single color. The logo also needs to be able to retain its likeness across different presentations like horizontal, vertical and square.

Show the client the versatility of your logo and some of the ways it can be used in [real world situations](#).



DIFFERENT VARIATIONS + PRESENTATIONS

Standard Presentation (Horizontal)

This will be the preferred logo format when possible. It maintains a nice lockup that works well with social media, website banners and traditional print methods.



Logomark Only



Alternative Presentation (Vertical)

In other situations a vertical presentation may be needed. The text will remain left aligned to keep the recognition of the three M's.



Logotype Only

Marsh
Museum of
Modern Art

Branding Guidelines?

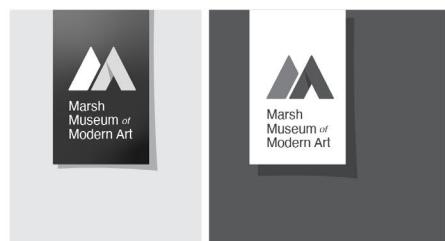
When does a logo presentation start and branding guidelines manual begin? Branding guidelines is a manual that outlines the different ways to use a logo and brand assets. In this case we are mostly interested in presenting the logo to the client. Branding guidelines would go into much more detail than this showing ways not to use the logo, etc.

To keep this presentation simple and short, I would focus on a few ways to present the logo in different situations and not get too in depth about how to use the logo. You can save that for the branding guidelines manual (sometimes called a branding standards manual). That can be developed later if you engaged in a more in-depth branding work project with the client.

Logo Presentations
Lindsay Marsh Design

Tag Presentation (Background)

In situations where the logo needs to exist over a detailed background I developed a tag presentation that will exist as a box on top of the background, keeping the logo in a neat clean area.



On top of light backgrounds

On top of dark backgrounds



How to Present Color

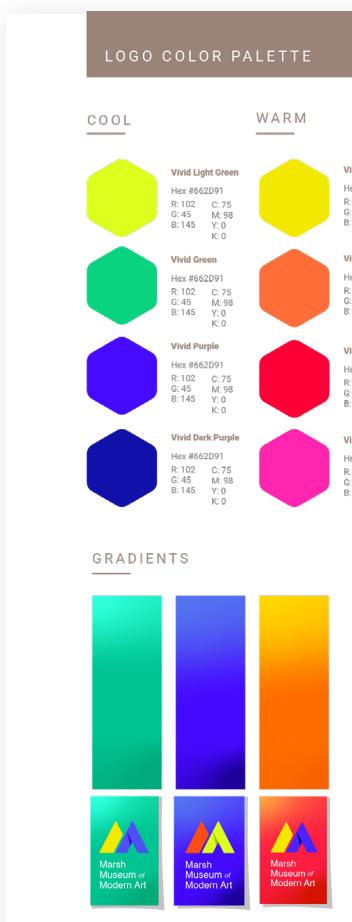
There is no one standard way to present logo colors. This page has total flexibility and I have provided a few different variations of that page.

You can separate your colors by warm, cool and neutrals if you have a big broad color palette.

For smaller palettes you can simply present your colors, names and color details in a rows using circles, hexagons whatever shape that supports the brand or logo style.

Show them off

Show how the logo looks using your color palette. A color palette by itself does not mean a whole lot but showing the color usage can bring sustenance to your presentation.



Why these colors?
Explain the reasoning behind your color choices. Did you choose brighter colors on purpose? Did you stick with neutrals for a reason? Take a small area to describe your "ethos" behind your color choices. You can do this with words and by showing photos/moodboards

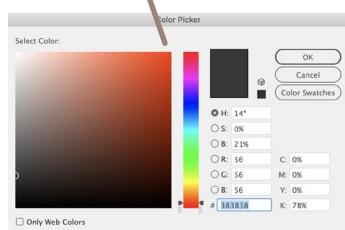
When do I present color to a client?

There is a big debate on **WHEN** you should show a client a logo with color. I personally like to send the first few concepts to a client in just B&W and explain that color will be added further down in the process.

Sometimes a logo or brand color(s) will play bigger roles in the logos presentation, this museum is a perfect example.

I created this template to be flexible. **Please feel free to remove pages or just use the first few pages of the template.** I wanted to provide all presentation options in the template so you can customize, mix and match pages by simply removing/adding Artboards and saving it as a fresh new document.

Go to FILE---> Document Setup and then click on the EDIT ARTBOARDS button on the pop up menu. Once in edit Artboards mode you can simply add new pages and remove some depending on which pages you need for your unique logo presentation.



Define your Colors

When presenting your colors it is nice to include different color profiles like CMYK, RGB and HEX codes.

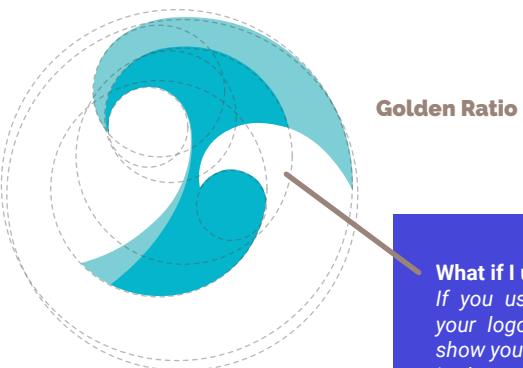
You can double click your swatches or your fill swatch and Adobe Illustrator will come up with a menu that will give you access to all of this information.

Do I Show My Logo with Grids?

Some logos that are more handwritten or custom illustrated may not need to be presented with grids.

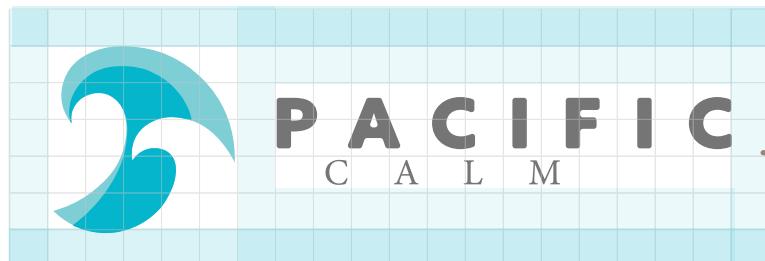
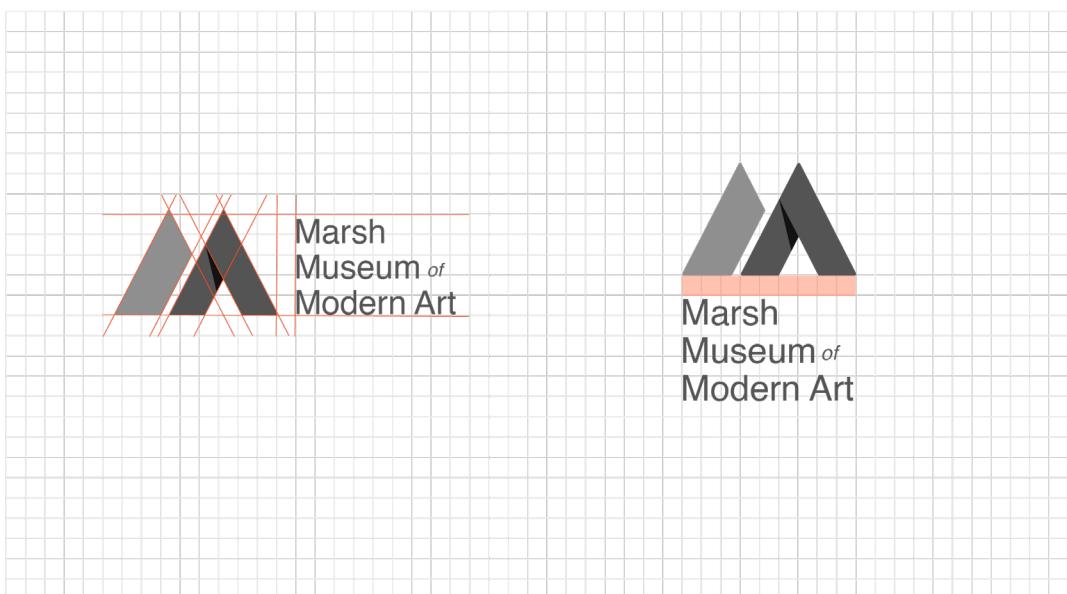
Logos that were created using the grid at any point during the process make great candidates for using this page of the template.

It is helpful to show spacing between elements like the logo mark and the logo type. Is there consistency in spacing in some elements of the logo?



LOGO SPACING

The Grid



In this example, I show that there is consistent spacing between the logo symbol and type as well as the space above the top and bottom of the type.



Start with a WOW & End with a WOW

It is great to start off with a bang but you never want to go out with a whimper. **I suggest having one last "close the deal" page.** This page can consist of more mock-up presentations or anything you think helps you sell that logo to the client.

We want the client to "buy in" and agree that this is the right direction for the logo design. There will be some back and forth between you and the client as you continue to refine the logo but your opinion here should be valued.

What if I have multiple concepts?

This is a great template for presenting one logo in a lot of great detail but what if I want to present many early concepts so **I do not waste my time pitching a concept that never gets approved?**

This template was designed to be flexible and to adjust to what you need to present. Not all pages will be used and sometimes the order can change.

I have a rule that I try not to present more than three main logo ideas/concepts at one time. Any more than that can overwhelm the client and cause a roadblock in the design process.

I suggest for the first round you send to the client to send them a few simple pages from the template for each concept (if you have multiple concepts you will want to show them in order in the pdf).

Some of the other pages like color palettes and variations of the logo can be added to further presentations, when the logo is further along in the process.

How do I send my presentation to the client? What file format?

You can export the template in two ways, both acceptable by most clients.

1.) File--> save as PDF

I find PDFs better to send to clients because they can zoom in on specific pages to read but also you can have the presentation in your desired order with pages.

Clients can also make notes on your PDF if they have acrobat pro.

2.) File -> Export -> Export as -> JPEG

You can export as separate JPEGs if you just want to export a few pages of the template. This is great for a very short presentation where you only used a couple of pages.

RGB or CMYK?

I would keep your PDF presentation in RGB mode as most clients view it on their computers and sometimes phones.

PDF's and files in CMYK color mode can sometimes have their colors distorted on some clients computers depending on what they use to view it. Best to save CMYK mode for when you are preparing an approved logo file for the client later on in the process.

TYPOGRAPHY EXPLORATION

Finding the right modern typeface

Introduction

A. Marsh art museum deserved the right modern typeface, after many trials and errors we found the right one. We wanted a font that showed with a sans-serif as the logo from modern typeface image. It also provided a sense of simplicity & common characteristics. We wanted the logo to be modern & elegant, yet have a sense of classic and modern together.



Font: Helvetica



Font: Helvetica



Font: Helvetica

Font: Helvetica

CHALLENGE ➤

The challenge here was how to keep the 'M' in this logo's 'I' wanted to develop the wordmark to make it look more modern and clean. This turned out to be a challenge because the blue shape seems to be covering the 'I' in the wordmark throughout this design.

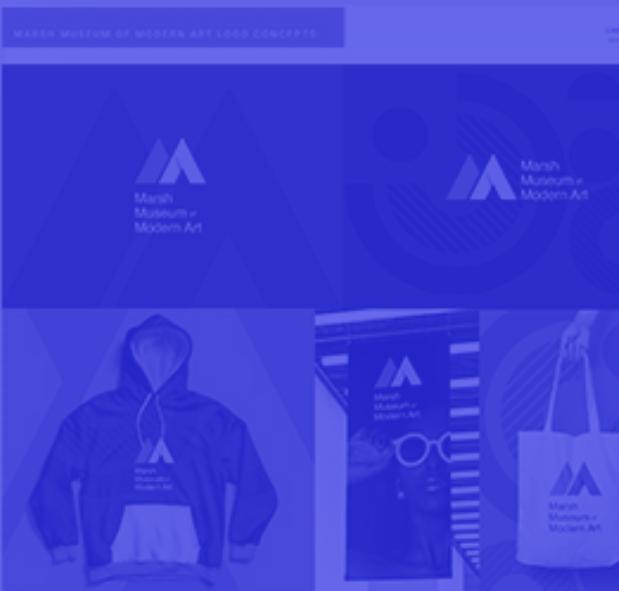
LEAD SPACING

The Grid

Introduction



CHALLENGE ➤ The original challenge was to maintain the clarity while readability of both the 'M' and the 'I'. I had to thought over and over how those letters come together in the center.



I hope you enjoy
the template

If you have any suggestions on
how to improve this template
please let me know!

By: Lindsay Marsh
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