

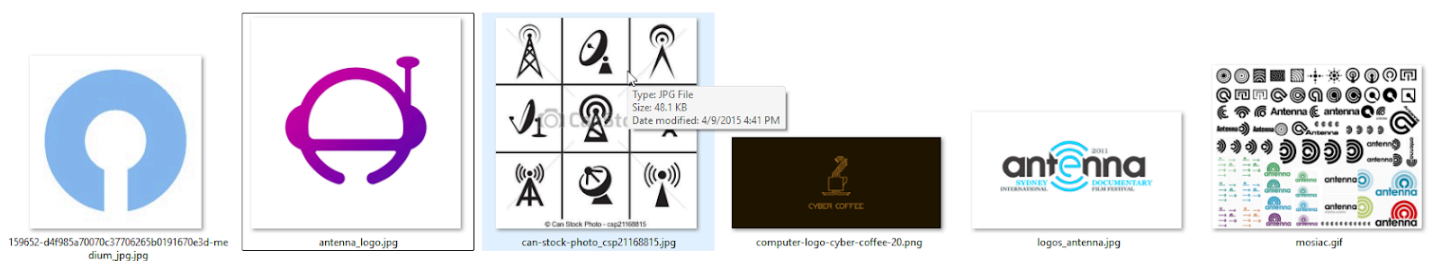
Logo: Cytenna

Created for the cyber security information aggregation and news sharing organization Cytenna, the final logo design features elements of clean, simple typography and the special treatment for the A antenna element.



Initial client descriptions for ideas and elements to include started the logo concepts in a very different direction.

My logo design process begins with research for logos for other similar products or services within their industry. Additionally, I research common icon, mark and representations for the elements involved in a logo, here, the antenna and broadcast themes for the new company.



I ask clients for their preferences and “likes and dislikes” for logo directions and then begin with initial concepts which fall into three groups.

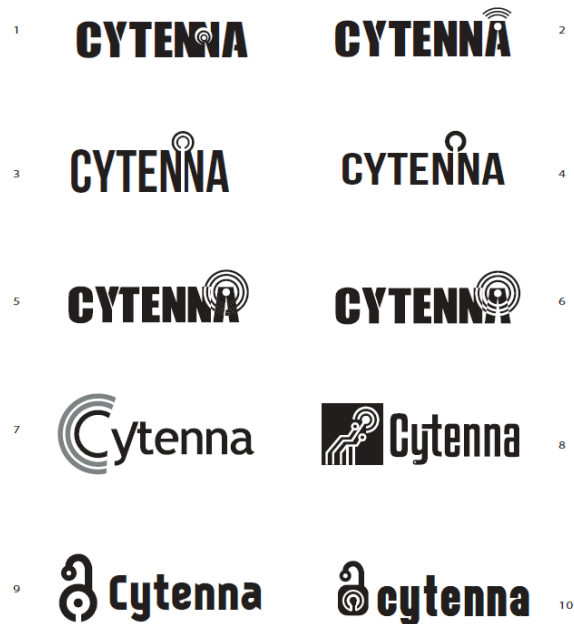
Portfolio Sample

Ryan Moore

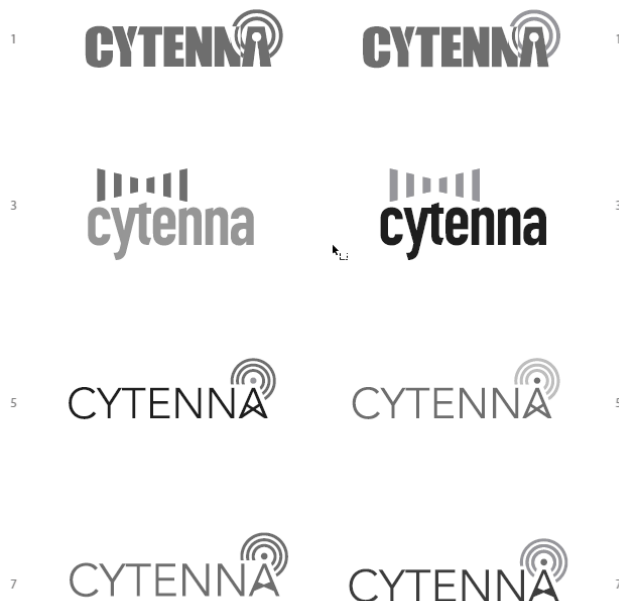
Ryan@MooreCreative.com 980-254-6741

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Within the first round of concepts I present (1) the exact type of logo described by the client, (2) logo concepts which fit within the industry and (3) logo concepts which “push the envelope” and may be more trendsetting, or divergent with current trends.



This first round of concepts includes thicker font lettering and styles of logo marks and designs similar to the client’s initial ideas. The first several rounds of logo concepts are in black & white.



After this initial concept round, I work with the client through rounds of revisions and together we make choices and selections to inform further rounds. By the last rounds of logo concepts, the client is just as proud of the end product as they've had a hand in decisions through the process.



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Final rounds of logo concept revisions narrow down to two concepts with either the T element creating an antenna, or the A element creating an antenna. Alternate version ideas were considered beyond the original simple antenna shape. The blocking or clipping of the N element was a concern with the client.



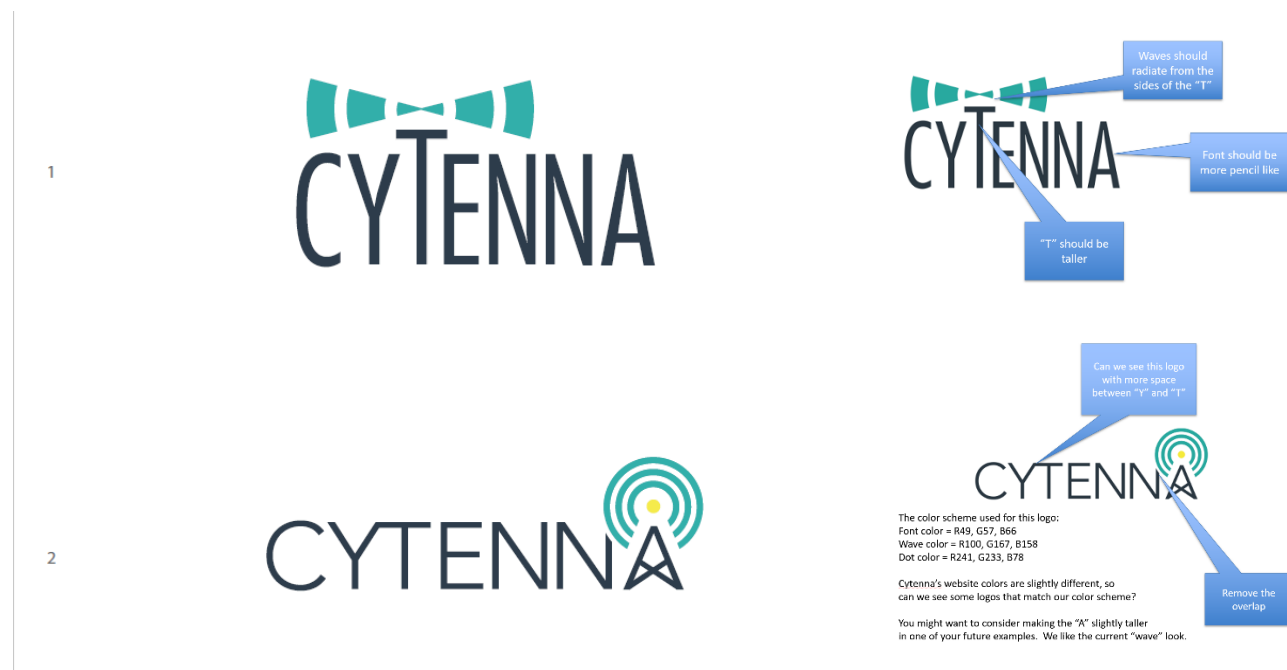
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The last round of concept focused on two versions of the logo with client notes and revisions. These are discussed and refined for final selections.



Once a final logo version was chosen, a round of color options was considered for using the cyan-like color chosen for Cytenna, and an accent color in yellow or red.



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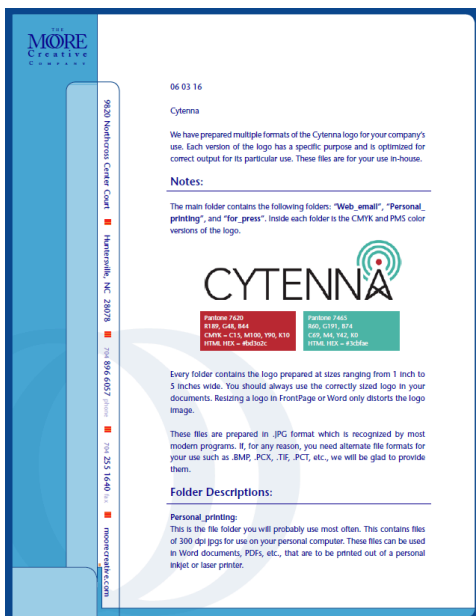
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During final approval discussions, the client had concerns over the ligature of the Y and T characters. An additional round of options helped show the client that the ligature did not detract from legibility at large and small sizes.



Once the logo design is finalized, I create a Logo Folder Set and on Moore Creative letterhead, generate a Logo Instructions PDF which can be given to any printer or creative agency with instructions for PMS colors, file usage, reverse or 1 color logo instructions and more.



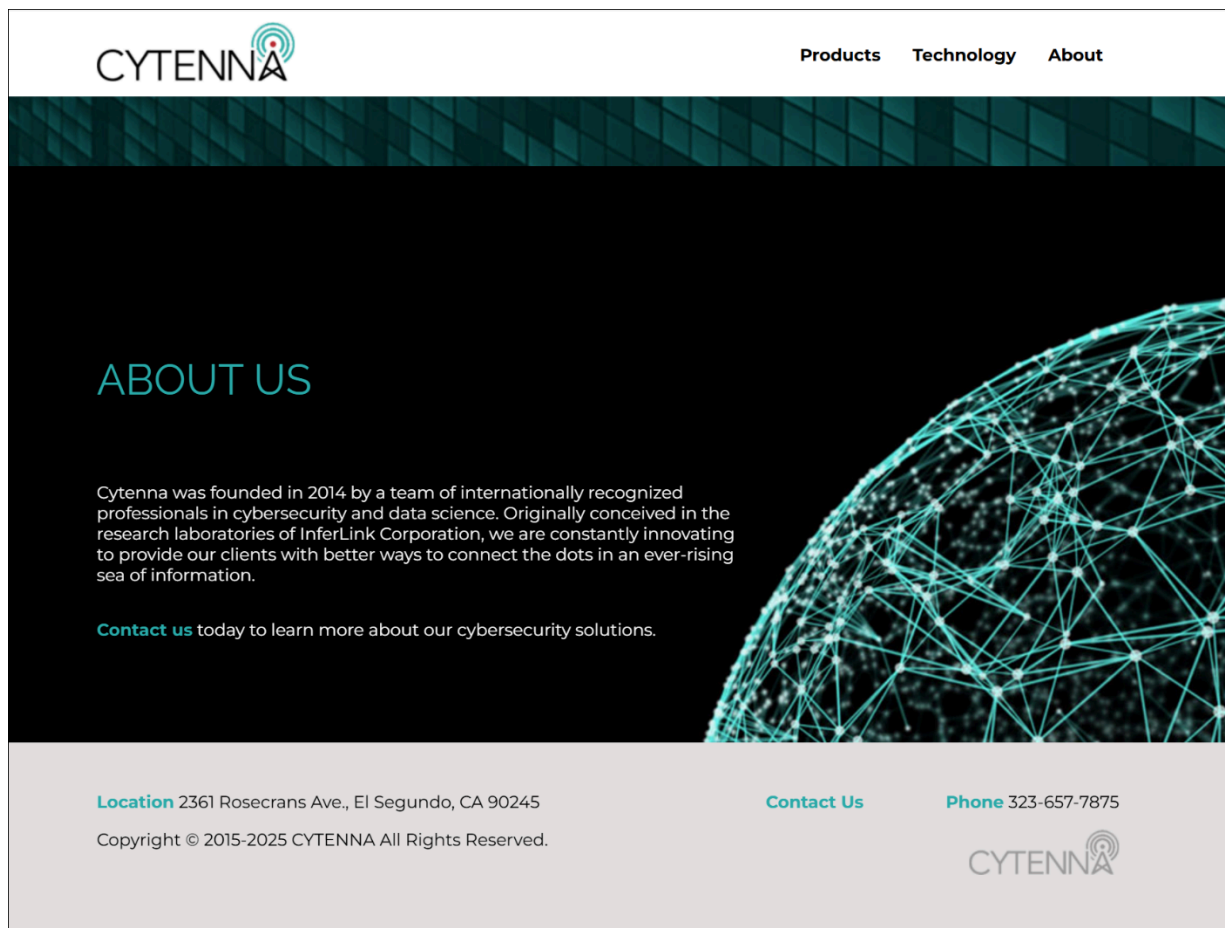
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With the logo design finalized, initial uses for business cards, website and social media were produced. The business cards utilize the Cytenna red accent color to highlight the employee name.



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