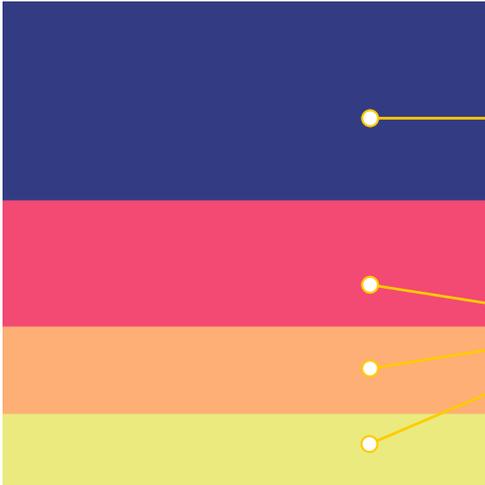


Logo Analysis prepared for...

Amanda Miller: Self-Publishing Consultant



Current logo and branding strengths and analysis :



Colors :

- Indigo carries air of **professionalism, intellect, and experience.**
- Three remaining colors all evoke **creativity**, each with a unique accompaniment:
 - coral: **passion**
 - orange: **cautiousness**
 - yellow: **pleasantness**

Imagery :

- The quill serves as a **recognizable authorship symbol** befitting of the publishing industry as well as a reliable tie to the overarching brand, *My Word Publishing.*

Fonts :

- Script font enables the brand to seem **human and welcoming.**
- Clear simplified sans-serif font conveys a simplified, **"easy-to-do"** brand message which will likely **comfort DIY-oriented clients.**



Mono-Color Applicability :

- This logo experiences the benefit of retaining its imagery even when reduced to a single color. Having a logo that is not color-dependent makes it highly versatile for use across digital and print platforms, at which this logo succeeds.



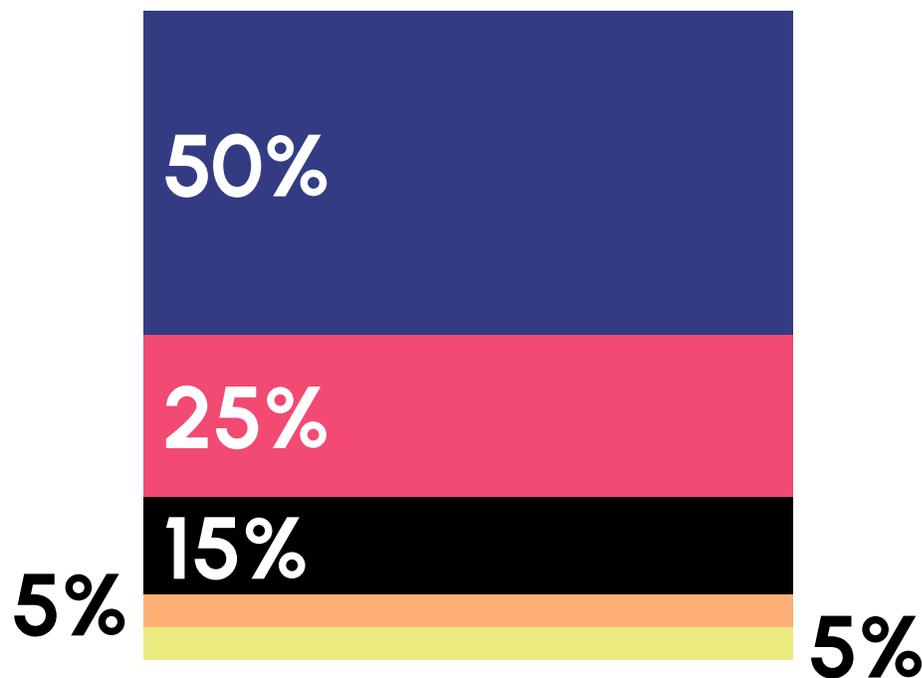
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Things to consider or improve :

- Consider keeping the branding from becoming too vibrant and festive. **Balancing the brand pillars of fun and professional** will be important to prevent the brand from being received as inexperienced.
- **Simplifying** the core brand palette down to indigo and only one of the three remaining colors may help. Perhaps use the aforementioned color emotions of each to determine which is most important to the brand. The rest can remain present as **accent colors** if desired, but should be used sparingly to avoid overall branding that is detrimentally colorful.
- The beach / summer-fun flavor of the current scheme - though pleasant - may send an **undesired message of frivolity or unreliability**.
- Introducing black into the brand palette could serve as a viable method of **heightening professional appeal**, to promote the message of being an expert / authority in the industry.
- Consider the color palette ratio below as one possibility of color usage balance.



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Things to consider or improve :

- The current logo's visual composition is one that is highly popular and, at times, over-saturated among **virtual assistants** - the combination of an icon, script name, and a block font subtitle. Though viable if preferred, it may be beneficial to differentiate from what **some may recognize as a common formula** and **further align the logo with the publishing industry**.

- Consider **avoiding a highly whimsical font** with large swooping strokes as it can carry a message of scattered organization and lack of clarity - both of which essentially contradict the ideal client experience you hope to create. Script and art fonts are certainly viable, and do serve to make the logo personable, however choosing one that is **equally composed and intellectual** will benefit the brand. Using a script font as the subtitle and a type font for the name may be a way to **balance the desired values of professional, fun, and creative, in appropriate ratios**.

- Incorporating a serif font in any fashion would be an excellent way to create an intrinsic tie to the publishing industry due to **historical familiar cues of printing and presses**, as well as bestow an **experienced and professional edge**.

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<https://fonts.google.com/specimen/Fredericka+the+Great>

<https://fonts.google.com/specimen/Bodoni+Moda>

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<https://fonts.google.com/specimen/Bodoni+Moda>

(Regular and Italic)

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<https://fonts.google.com/specimen/Sofia>

<https://fonts.google.com/specimen/Prata>

- Consider **typographically** incorporating the quill icon into the lettering to accomplish several benefits:

-The icon and your text will be woven together, making it appear **thoroughly original** to help prevent viewers from wondering if it is clip art.

- If the iconmark becomes a part of the text, it will be harder to separate from your logo. This **prevents others from copying your logo and sets you apart from your competitors**.

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self-publishing consultant

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General logo and brand design recommendations:

- Ensure all **fonts are open license** or otherwise free to use commercially and privately. If they are not free, ensure that you have properly paid for the license to permit the use you wish to pursue.
- **Research** competitors and businesses operating in similar industries and elsewhere to ensure the **existing concepts and trademarked assets are not being copied or infringed upon**.
- If possible, **develop the logo in vector software** such as Inkscape, Affinity, CorelDraw, or Adobe Illustrator and avoid raster programs such as Canva, Photoshop, GIMP, and Microsoft Paint. This will ensure you and other users of your logo (web developer, screen printers, print shops, animators, etc.) will have required scalable graphic file types to use when needed in the future.
- Develop your logo **from scratch** and make sure it is your own original work. **Ownership conflicts** frequently arise from template-based logos and clip art. Others that access the same templates will have a nearly identical logo - **reducing the credibility** of yours in the eyes of potential clients.

For **further support** or **help implementing these elements**, reach out any time to...

ted@logofurther.com

or

(603) 562-6909

