

An Introduction

What is a logo? At its most basic, a logo is a combination of letters and possibly a graphic depicting the name of a company, product or individual. But it's much more than that; a logo is a visual representation of what you're offering, it's the mark that can first greet your audience and something that needs to evoke the right feeling in them and even describe who you are at a glance.

At Kit & Caboodle one of the strings to our bow is the design of logos for individuals and companies of all sizes. We take the time to understand your requirements, your audience and your competition and then work with you through each phase of the design to ensure the end result is one you are happy with and can be proud of.

Over the next few pages we will introduce you to our process and give you a few examples of previous work and then, at the end of this small journey, we hope you will feel inclined to get in touch and see what we can do for you and your logo.



Kit&Caboodle

digital pioneers



The Story of a Logo

Our logo design process is pretty concrete; a tried and tested set of steps that work to evolve a logo from it's initial concept idea, through to the final polished product. It's a process that involves you at every step, ensuring your feedback is heard and you play your part in moulding the design.

1. *Kit and Caboodle*

Angelica

2. *Kit & Caboodle*

Boingo

3. *Kit & Caboodle*

Hide and Seek

4. *Kit & Caboodle*

Quirky Girl

5. **Kit and Caboodle**

Adlib

6. *Kit & Caboodle*

Adobe Caslon Pro

7. **KIT & CABOODLE**

Algerian

8. *Kit & Caboodle*

Arno Pro

9. *Kit & Caboodle*

Belle Pro

1. **KIT & CABOODLE**
design and marketing

3. *Kit & Caboodle*

2. *Kit & Caboodle*
• design and marketing •

4. **KIT & CABOODLE**
design and marketing

1 Fonts are selected that we feel best reflect the feeling you want to portray about your company and to your target audience

2 Based on the fonts shortlisted, initial concept ideas are put together presenting you with various different approaches

The Story of a Logo

1. Clarendon

KIT&CABOODLE

2. Clarendon - lower case

Kit&Caboodle

3. Arno Pro

KIT & CABOODLE

4. Adobe Caslon Pro - version of #1

KIT&CABOODLE

5. Adobe Caslon Pro - lower case

Kit & Caboodle

6. Arno Pro - lower case

Kit & Caboodle

3 You may like one of the concepts from the off but, if not, then we will evolve the design based on your preferences

1.



3.



2.



4.



4 With the typeface of the logo decided upon, you may wish to look into adding a graphic or icon; in the case of our logo, we were quite taken with vintage illustrations

The Story of a Logo

Black.



Colour.



Monochrome.



5

We deliberately design our logos in black and white, so that you are not distracted by colours as the logo evolves. Once you're happy, we will gladly introduce colour options for you and finally, when signed off, you will receive your logo in multiple file formats ready for use by any printer or application.



Other Examples

1.

THE WIFE *of* BATH
RESTAURANT AND ROOMS

2.

the
WIFE OF BATH
RESTAURANT AND ROOMS

THE
WIFE OF BATH
RESTAURANT AND ROOMS

3.

THE
WIFE *of* BATH
RESTAURANT & ROOMS

4.

THE WIFE OF BATH
RESTAURANT AND ROOMS

5.

THE
WIFE OF BATH
RESTAURANT & ROOMS

6.

THE
WIFE OF BATH
RESTAURANT & ROOMS



The Wife of Bath

Historic restaurant in Wye, serving beautiful spanish inspired a la carte dishes, complimented by tapas from the bar

Other Examples



Zenith Vehicle Management

Vehicle detailing, storage and transportation for all vehicles from prestige and high performance sports cars to regular family road runners



Other Examples

1.



2.



3.



4.



Down in the Woods
Educational company providing bushcraft, forest schooling and Duke of Edinburgh services to children and adults of all ages

Other Examples



? Sargeants Mess
Chef Mark Sargeants concept for a London brasserie chain

Other Examples

1.



2.



The Workshop Group

Located in the old part of Folkestone, The Workshop is a radical business hub and a growing, ever-changing home of exciting businesses and the propagator of fledgling talent

Other Examples



*The Pickled Egg Pub Company
Umbrella company looking after a handful of Kent venues including Rocksalt in
Folkestone and The Duke William in Ickham*



The Finale

So there you have it, a brief insight into logo production from our design shop. We offer this service for a fixed fee, utilising the process mentioned earlier. This includes 6 initial concept ideas and the option to evolve these with 2 iterations. You will then have colour options to choose from and finally your logo will be presented to you in various print ready file formats, together with the actual editable artwork file (in Adobe Illustrator or Photoshop) and a spec sheet that provides you with all the font names and colour swatch references - exactly what any budding printer would require!

Now, a logo is only the beginning of your story; as you grow you may also require other designed business assets. We like to build relationships with our clients and grow with them, which is why we are on hand to design anything else you may need, from stationery and marketing material, right through to a fully comprehensive ecommerce website - We really do offer the full kit and caboodle!

Get in touch today.

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