

A large, bold, green serif letter 'L' is positioned on the left side of the page. It is the first letter of the name 'LOGAN CONRAD'.






**LOGAN  
CONRAD**

**Corporate Identity Process Book**

Corporate Identity and Graphic Systems | Fall 2025

# MARK COMPARISONS

Logan Conrad  
**Mark Comparisons**  
 The Good & Bad of Logo Design

Manufacturing (Good)	Non-Profit (Good)	Professional (Good)	Retail (Good)	Service (Good)
 <p><b>Parker - Hannifin</b></p> <p>Parker - Hannifin is a global leader in motion and control technologies, engineering and manufacturing a wide range of systems and components for the aerospace, industrial, and mobile markets. This wordmark logo uses minimalist typeface paired with a subtle geometric icon. This conveys control and motion, central to their manufacturing identity.</p>	 <p><b>Columbus Landmarks Foundation</b></p> <p>The Columbus Landmarks Foundation is a non-profit organization in Columbus, Ohio, dedicated to preserving the city's cultural and architectural heritage. This logo features the iconic Union Station arch, connecting directly to the nonprofit's mission of historic preservation.</p>	 <p><b>Champlin Architecture</b></p> <p>Champlin Architecture is an interior design firm that does planning, architectural design, and interior design, along with structural, mechanical, electrical, and technology engineering services. Their logo is refined and crisp that emphasizes modernity and structural precision.</p>	 <p><b>Malley's Chocolates</b></p> <p>Malley's Chocolates is a confectionery company that manufactures and sells chocolates, ice cream, and other confections. The logo features playful, scripted lettering and whimsical elements. This evokes sweetness and warmth, perfectly aligning with a candy retailer's personality.</p>	 <p><b>Brentwood Builders</b></p> <p>Brentwood Builders provides commercial and residential construction and remodeling services, including custom home additions, kitchen and bathroom remodels, whole-home renovations, and new custom home construction. This monogram-style logo has a 'B' elegantly nestled within a circular seal. This is a smart, classic mark perfect for a local service provider.</p>
Manufacturing (Bad)	Non-Profit (Bad)	Professional (Bad)	Retail (Bad)	Service (Bad)
 <p><b>Ashland Conveyor Products</b></p> <p>Ashland Conveyor Products designs, manufactures, and supplies conveyor systems and components for material handling and factory automation markets. The green line in the logo does not convey conveyor productions. It looks like the logo should belong to a lawn care or a garden company instead.</p>	 <p><b>Forget Me Not Animal Rescue</b></p> <p>Forget Me Not Animal Rescue is a volunteer-run organization that rescues, rehabilitates, and rehomes abandoned, abused, and neglected companion animals, primarily from overcrowded shelters. Not sure if the script font fits with the animal rescue brand. The color scheme reminds me of Auntie Anne's Pretzels too much. Too many elements in the icon half of the logo.</p>	 <p><b>Nice Guy Technology</b></p> <p>Nice Guy Technology provides a range of consumer and business-focused IT services, including troubleshooting and repairs. There is too many elements in the logo. Either remove the guy or the wifi symbol. Does "technology" need to be in a box? Why not change the color of "technology"? Remove the boarder around the logo. It looks more like a sticker.</p>	 <p><b>Chefs' ParLOUR</b></p> <p>Chefs' ParLOUR is a modern comfort food restaurant and bar. Change the font for "Chefs" the "f" in "chefs" reads more like a "y" or a "B." The icon part of the logo has too many elements going on. It needs to be simplified.</p>	 <p><b>ABIDE YOGA</b></p> <p>Abide Yoga is a Cleveland-area yoga and movement studio that offers practices such as vinyasa flow, yin, restorative, and hybrid classes designed to build physical strength, nervous system adaptability, and mental resilience. The big, bold, and all caps font feels like its shouting and therefore, does not fit with a yoga brand. Maybe the logo is too simple and does not stand out?</p>

**FORGET ME NOT**  
**ANIMAL RESCUE SHELTER**

# FORGET ME NOT ANIMAL RESCUE SHELTER MIND MAP



# SUBJECT RESEARCH - FORGET ME NOT ANIMAL RESCUE SHELTER

**Type of Business:** Non-Profit

**Key Words:** Educational, Loving, and Compassion

**Company Mission Statement:** To rescue, provide veterinary care, and rehome companion animals that have been abandoned, failed, surrendered, abused, and neglected. We are committed to reducing the unwanted animal population through public education and spay/neuter programs.

**Competition:**



**How have you differentiated them from their competition?**

Some of the logo ideas are less cliché such as the script logotype or the monogram that combines two letterforms.

# ROUGH SKETCHES

Pictograms



Combinations



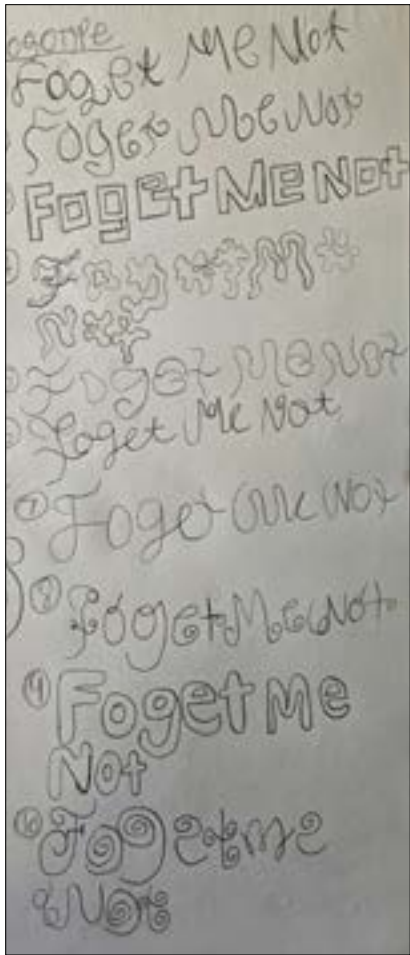
Monograms



Abstract

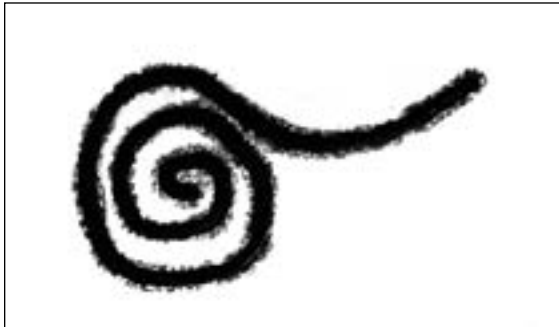


Logotype



# 5 HIGH CONTRAST SKETCHES

Abstract



Pictogram



Combination



Logotype



Monogram



# COMPUTER ROUGHS AND EXPERIMENTS

Pictogram



Logotype



Abstract



Monogram



Combination



Monogram  
Experiment 1



Monogram  
Experiment 2



Monogram  
Experiment 3



Monogram  
Experiment 4



Monogram  
Experiment 5



Monogram  
Experiment 6



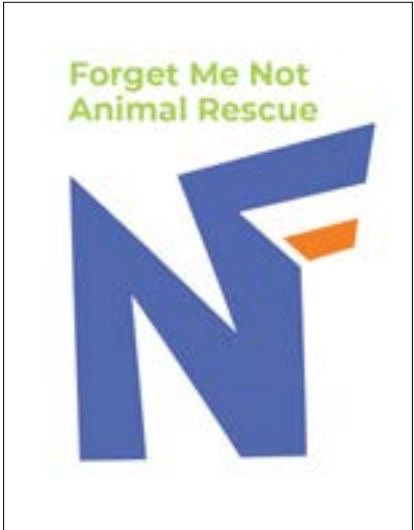
# COLOR EXPLORATIONS WITH FINAL LOGO OPTIONS



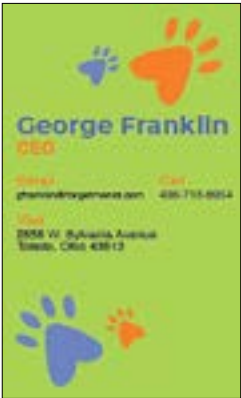
# FINAL LOGOS IN BLACK AND WHITE



# FINAL LOGOS IN COLOR

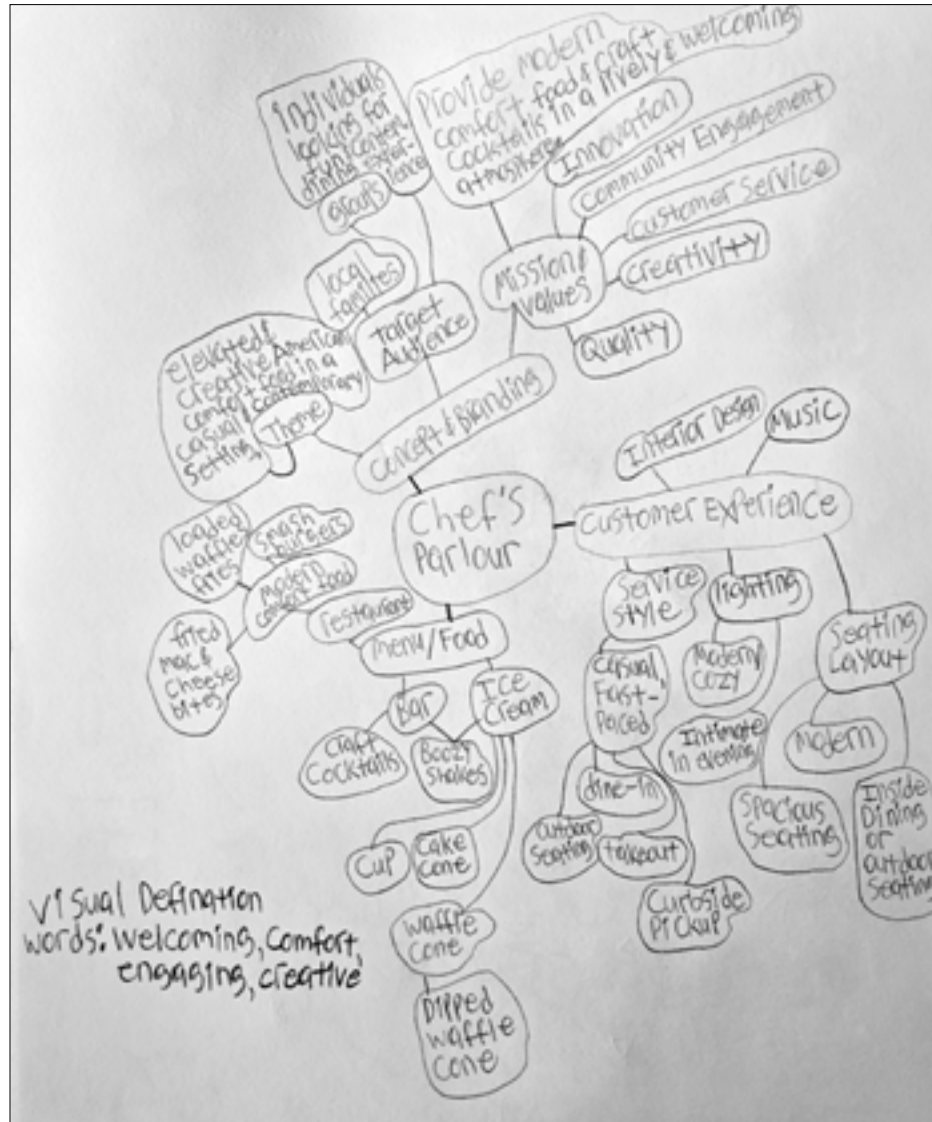


# LETTERHEAD SYSTEM



# CHEF'S PARLOUR

# CHEF'S PARLOUR MIND MAP



# SUBJECT RESEARCH - CHEF'S PARLOUR

**Type of Business:** Retail

**Key Words:** Welcoming, Comfort, Engaging, and Creative

**Company Mission Statement:** Provide modern comfort food and craft cocktails in a lively and welcoming atmosphere.

**Competition:**



**How have you differentiated them from their competition?**

Less cliché symbols, icons, and letterforms.

# ROUGH SKETCHES

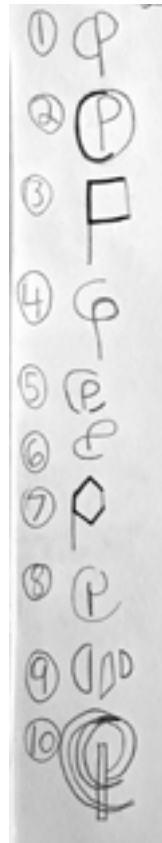
Pictograms



Combinations



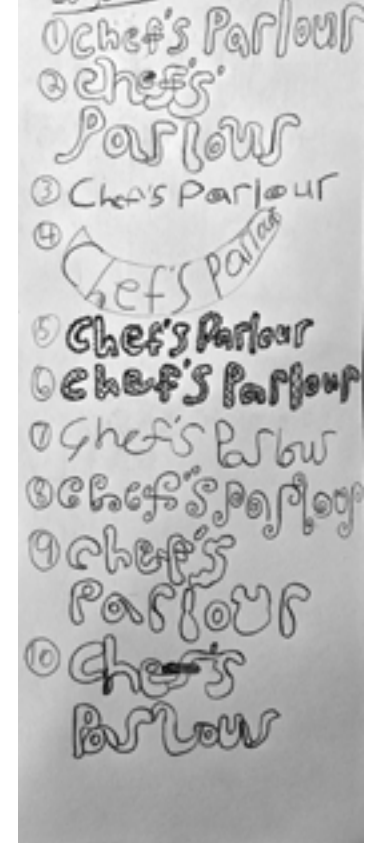
Monograms



Abstract



Logotype



# 5 HIGH CONTRAST SKETCHES

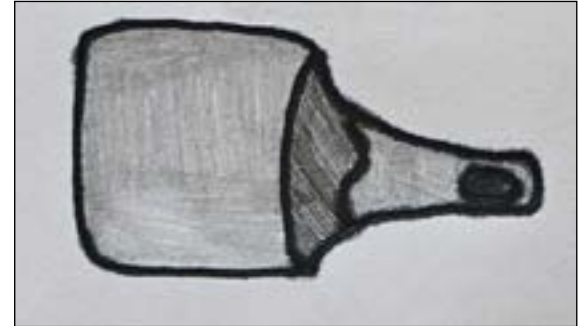
Abstract



Combination



Pictogram



Logotype



Monogram

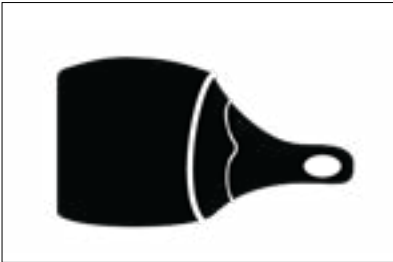


# COMPUTER ROUGHS AND EXPERIMENTS

Logotype



Pictogram



Abstract



Monogram



Combination



Combination 2



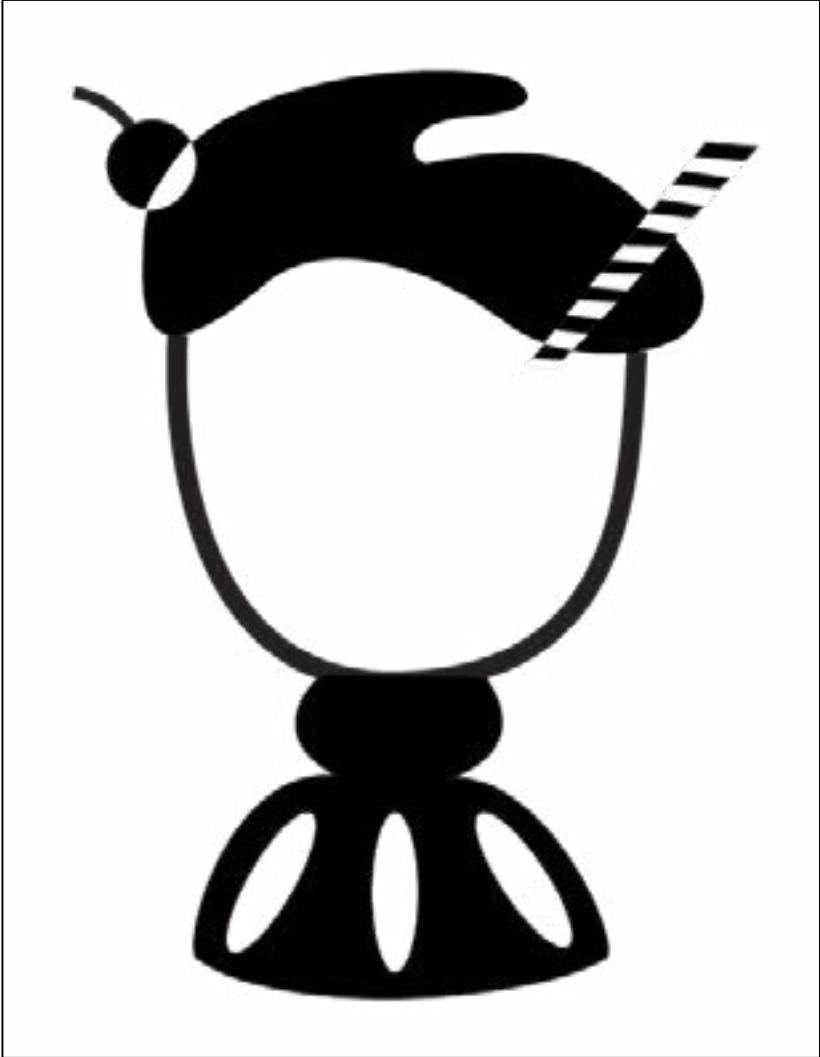
Combination 2 - V2



# COLOR EXPLORATIONS



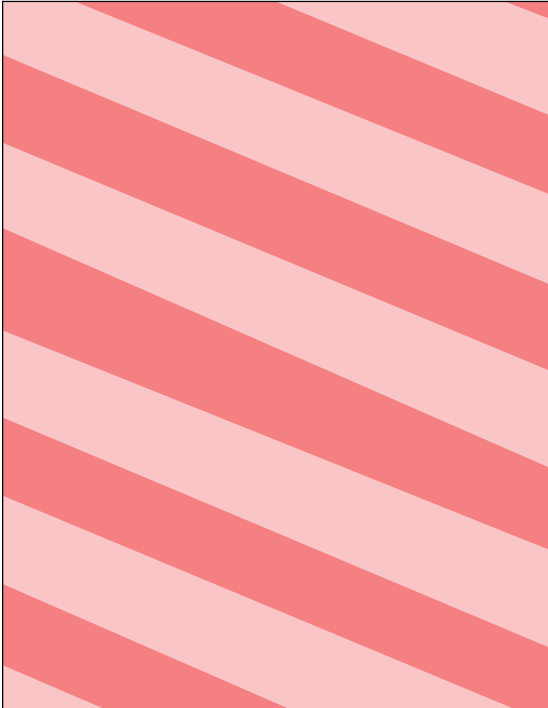
# FINAL LOGOS IN BLACK AND WHITE



# FINAL LOGOS IN COLOR



# LETTERHEAD SYSTEM



**Dear Value Customer**

At Chef's Parlour, we believe that dining is more than just a meal—it's an experience. Our culinary team blends tradition with innovation, crafting dishes that celebrate the richness of local ingredients and the artistry of global flavors. Whether you're joining us for an intimate dinner or a lively gathering, each plate is prepared with passion and served with care.

Our restaurant is built on a foundation of hospitality, comfort, and a deep appreciation for the community we serve. From the warm ambience of our dining space to the thoughtful details in every recipe, we strive to create a place where guests feel at home. It is our pleasure to welcome both new faces and familiar friends through our doors.

Thank you for choosing Chef's Parlour. We are honored to be part of your dining journey and look forward to sharing memorable moments with you—around the table, in conversation, and through every bite.

**Mike Miller**  
CEO & CHEF

Email [mmiller@chefsparlour.com](mailto:mmiller@chefsparlour.com) Visit [chefsparlour.com](https://www.chefsparlour.com) Call 740-803-6294



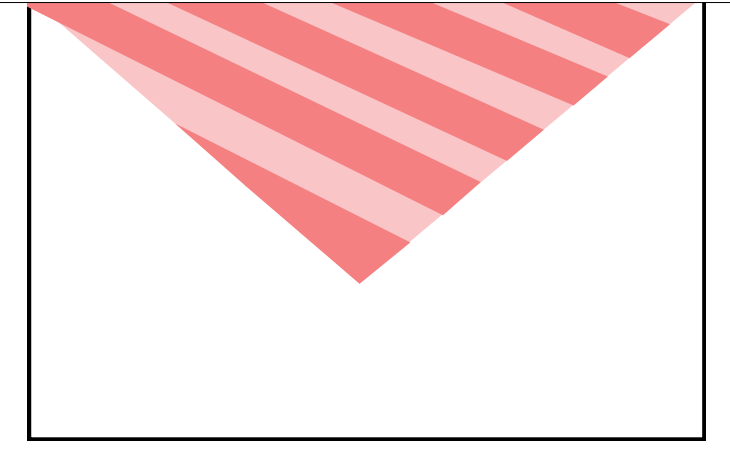
**Mike Miller**  
CEO & CHEF

Email [mmiller@chefsparlour.com](mailto:mmiller@chefsparlour.com) Call 740-803-6294

Visit  
2 S Franklin St, Richwood, OH 43344

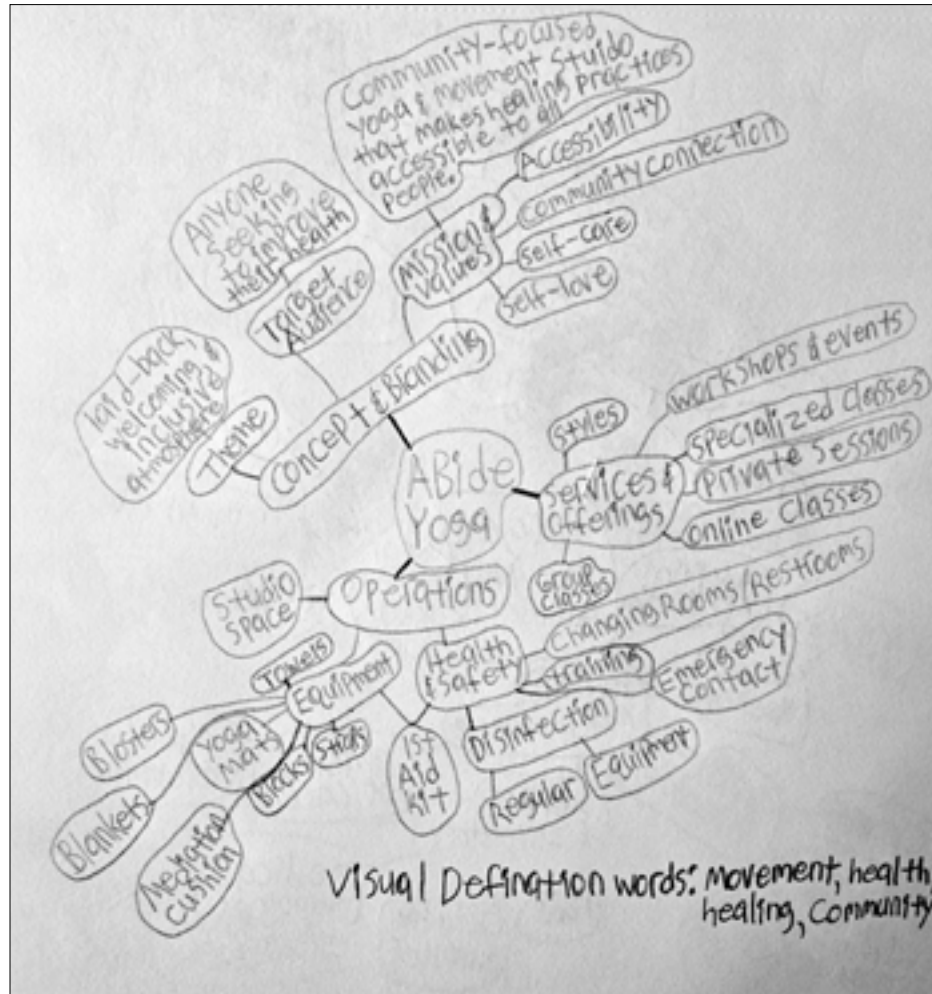
**Chefs Parlour**  
2 S Franklin St, Richwood, OH 43344

Andy Brown  
1530 Huffman Ave.  
Dayton, OH 45403  
United States



**ABIDE YOGA**

# ABIDE YOGA MIND MAP



# SUBJECT RESEARCH - ABIDE YOGA

**Type of Business:** Service

**Key Words:** Movement, Health, Healing, and Community

**Company Mission Statement:** We promote self love and self care, meeting you just where you are, and we invite you to move in the ways that you need to. Your body, mind, and spirit are unique and amazing and you don't need to be a stereotypical "yoga person" to fit in.

**Competition:**



**How have you differentiated them from their competition?**

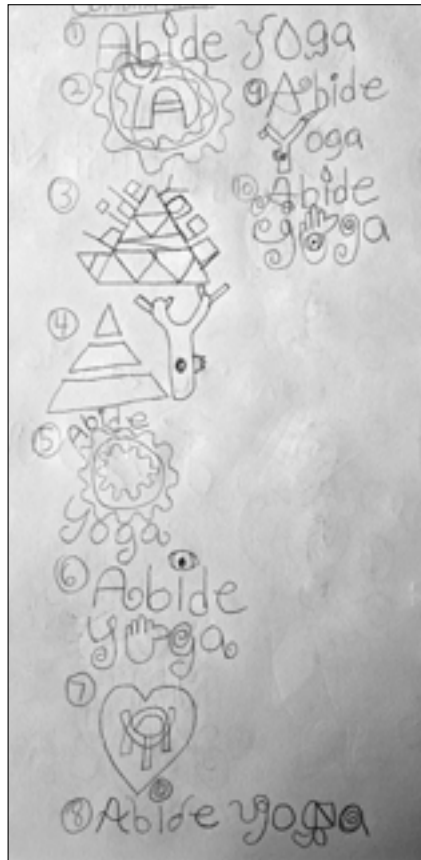
Avoid incorporating a Lotus flower or a figure in the logo.

# ROUGH SKETCHES

Pictograms



Combinations



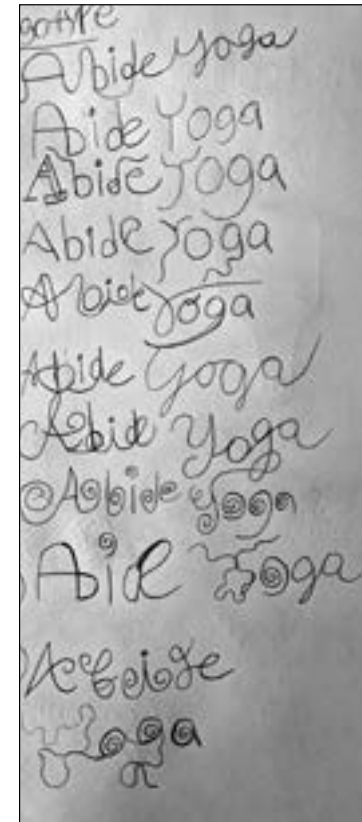
Monograms



Abstract

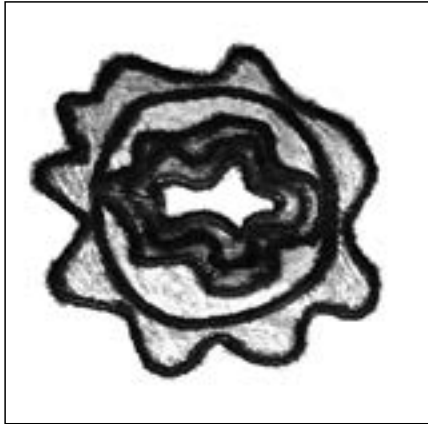


Logotype

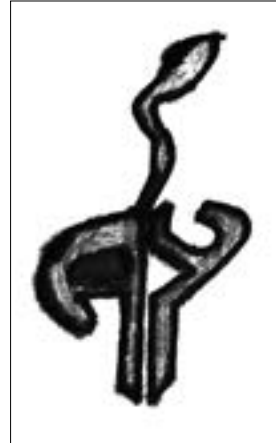


# 5 HIGH CONTRAST SKETCHES

Abstract



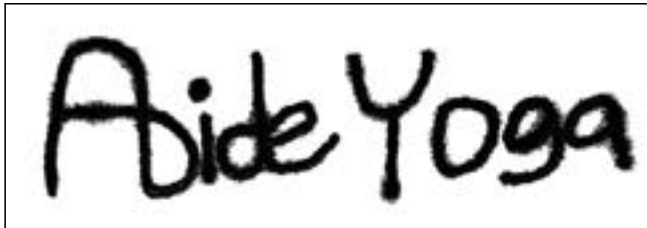
Combination



Pictogram



Logotype



Monogram



# COMPUTER ROUGHS AND EXPERIMENTS

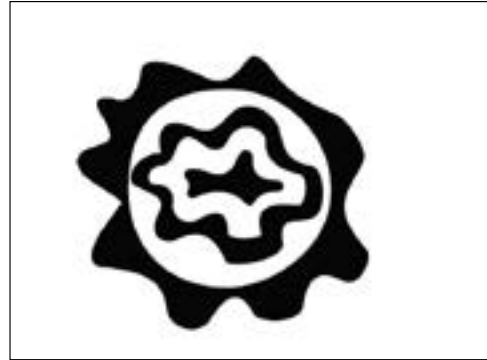
Logotype



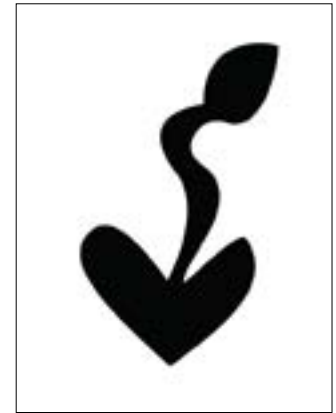
Monogram



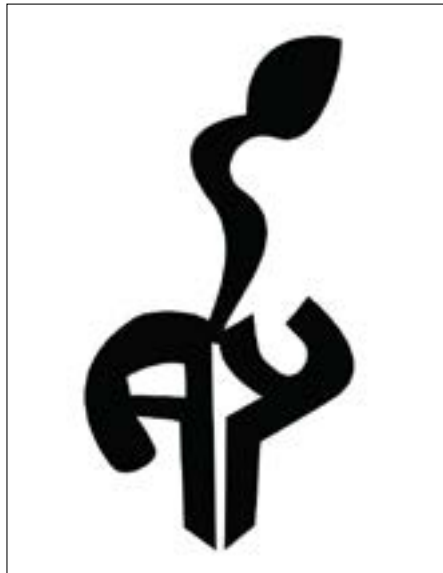
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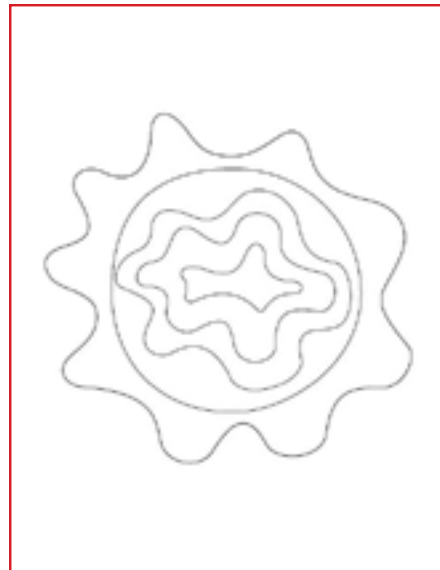
Pictogram



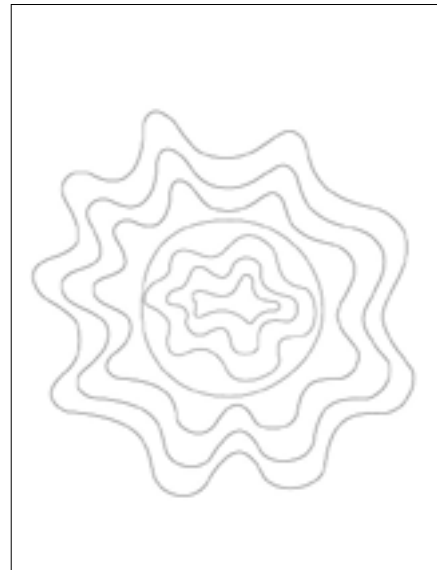
Combination



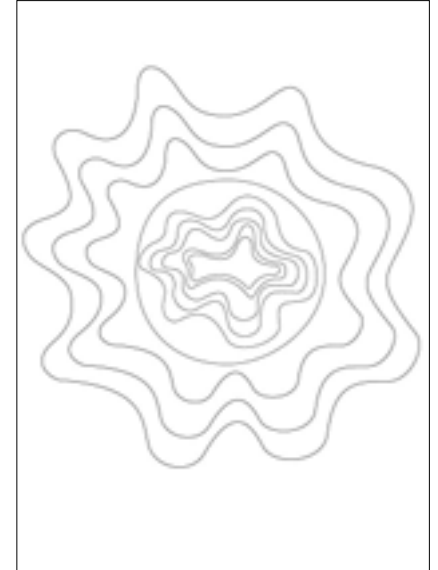
Abstract Experiment 1



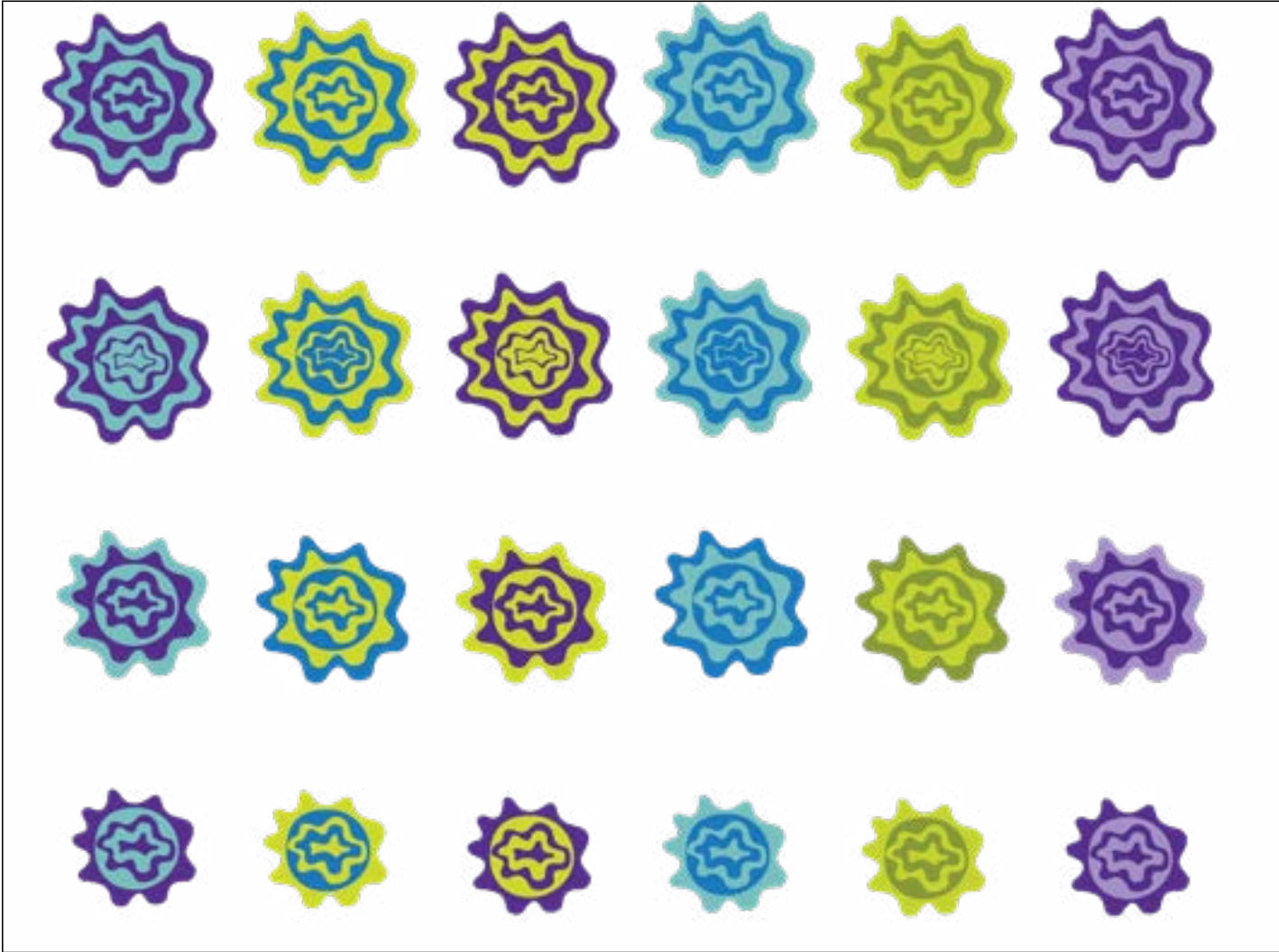
Abstract Experiment 2



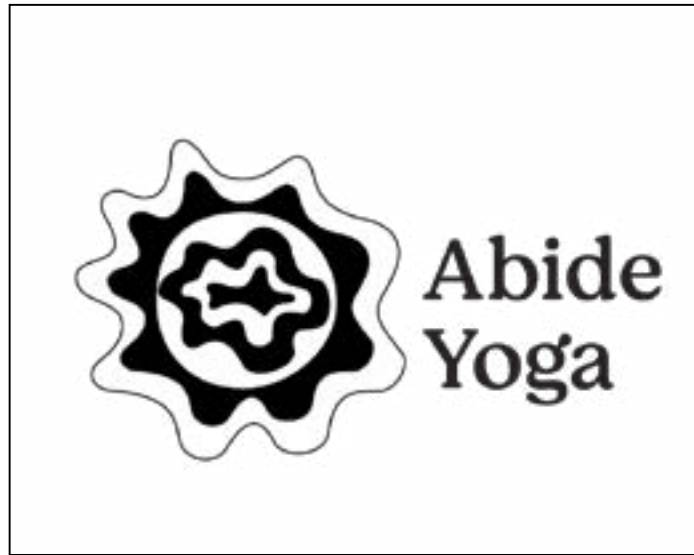
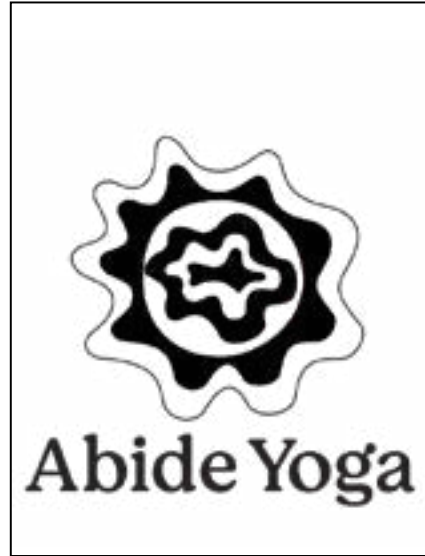
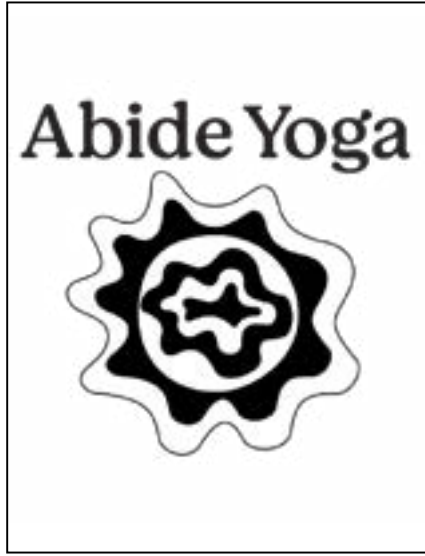
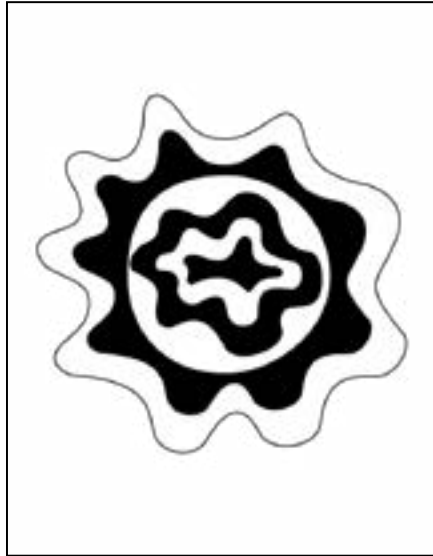
Abstract Experiment 2



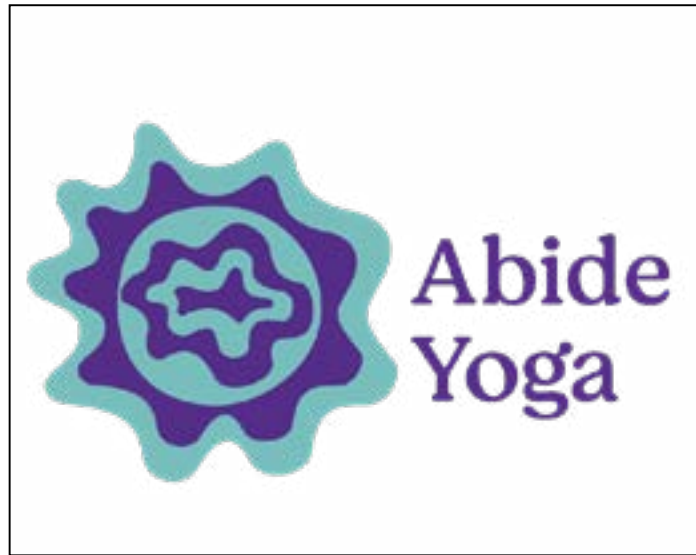
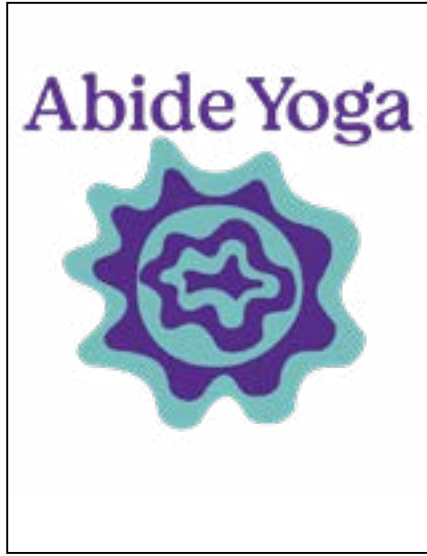
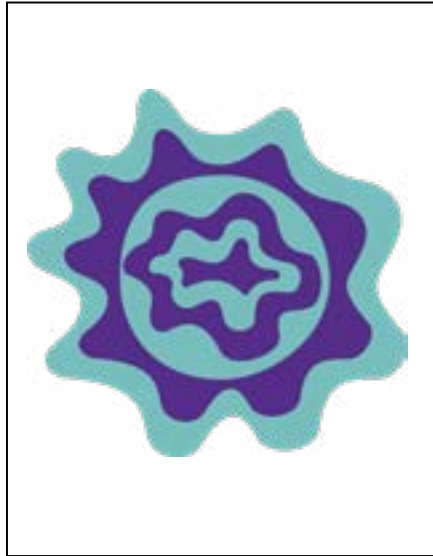
# COLOR EXPLORATIONS WITH LOGO OPTIONS



# FINAL LOGOS IN BLACK AND WHITE



# FINAL LOGOS IN COLOR



# LETTERHEAD SYSTEM



  
Abide Yoga

**Dear Student**

At Abide Yoga, we believe in creating a sanctuary where you can peace, breathe, and reconnect with your true self. Our practice is rooted in the philosophy of abiding—finding a sense of stillness and strength, to make what we bring. We offer a supportive and nurturing environment for students of all levels to explore their practice, deepen their mind-body connection, and find a harmonious balance in their lives.

Our dedicated and compassionate instructors are here to guide you on your journey. We offer a variety of classes designed to meet you where you are, whether you are seeking a dynamic, challenging flow or a gentle, meditative restorative practice. By focusing on alignment, breath, and presence, our teachers help you cultivate a sense of peace that extends beyond the mat and into your daily routine. We believe that yoga is for every body, and we are committed to making our practice accessible and welcoming to all.

We are so glad to welcome you to the Abide Yoga community and thank you for choosing us with your well-being. Your presence enriches our studio, and we are honored to be a part of your path toward a more balanced and harmonious life. We look forward to seeing you on the mat soon.

*Lyra Vance*  
**Lyra Vance**  
Yoga Instructor

Email: [lyrav@abideyoga.com](mailto:lyrav@abideyoga.com)    Visit: 13001 Lakeshore Blvd., Shaker Heights, OH 44120    Call: 216-291-8822



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Yoga Instructor

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 Abide Yoga  
13001 Lakeshore Blvd.  
Shaker Heights, OH 44120

Jeff Davis  
13001 Lakeshore Blvd.  
Shaker Heights, OH 44120  
31000 Davis



# LETTERHEAD SYSTEM VERSION 2



  
Abide Yoga

**Dear Student**

At Abide Yoga, we believe in creating a sanctuary where you can pause, breathe, and reconnect with your true self. Our practice is rooted in the philosophy of abiding—feeling a sense of stillness and strength, no matter what life brings. We offer a supportive and nurturing environment for students of all levels to explore their practice, deepen their mind-body connection, and find a harmonious balance in their lives.

Our dedicated and compassionate instructors are here to guide you on your journey. We offer a variety of classes designed to meet you wherever you are, whether you are seeking a dynamic, challenging flow or a gentle, restorative vinyasa practice. By focusing on alignment, breath, and presence, our sessions help you cultivate a sense of peace that extends beyond the mat and into your daily routine. We believe that yoga is for every body, and we are committed to making our practice accessible and welcoming to all.

We are so glad to welcome you to the Abide Yoga community and thank you for embracing us with your well-being. Your presence enriches our studio, and we are honored to be a part of your path toward a more balanced and harmonious life. We look forward to loving you on the mat too.

Lyra Vance  
Yoga Instructor

Email: [lyrav@abideyoga.com](mailto:lyrav@abideyoga.com) | Call: 216-375-9226



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Yoga Instructor

Email: [lyrav@abideyoga.com](mailto:lyrav@abideyoga.com) | Call: 216-375-9226

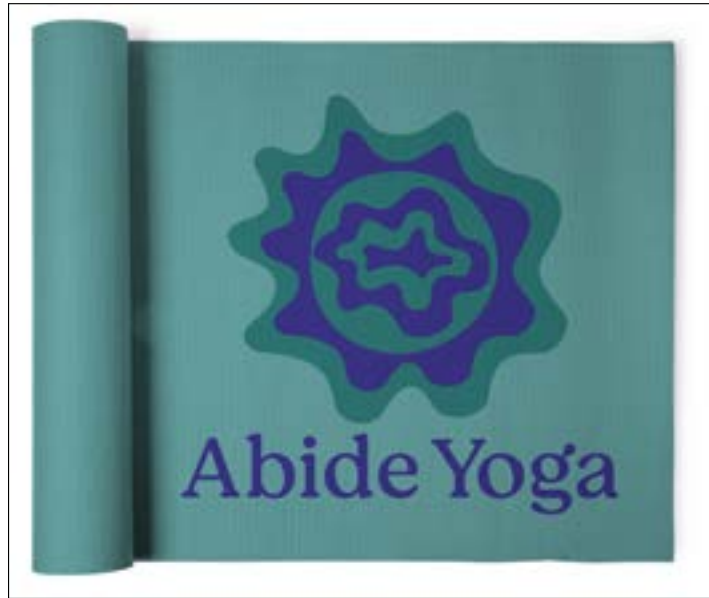
Visit  
13001 Lakeshore Blvd, Shaker Heights, OH 44120

 13001 Lakeshore Blvd  
Shaker Heights, OH 44120

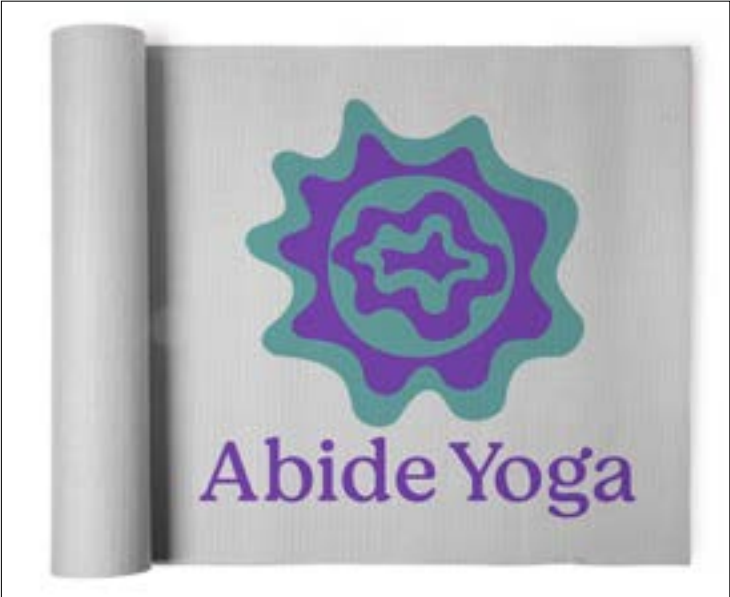
Jeff Davis  
13001 Lakeshore Blvd  
Shaker Heights, OH 44120  
United States



# MERCH ITEMS VERSION 1



# MERCH ITEMS VERSION 2



# EXTERIOR SIGN VERSIONS 1 AND 2



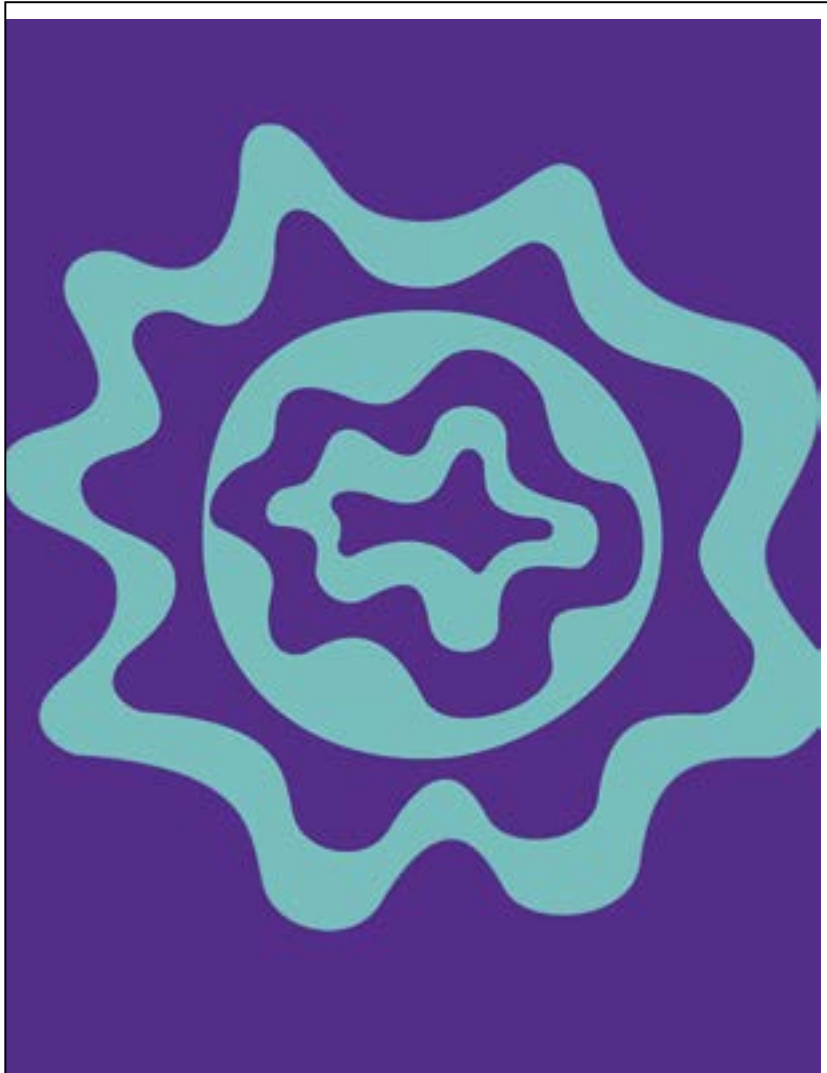
# EXTERIOR SIGN VERSIONS 3 AND 4




# DINMENTIONAL ART CANDLE



# INVOICE VERSION 1



**James Light**  
350 Willow Creek Drive  
Sunnyvale, IL 60701  
942.383.7791




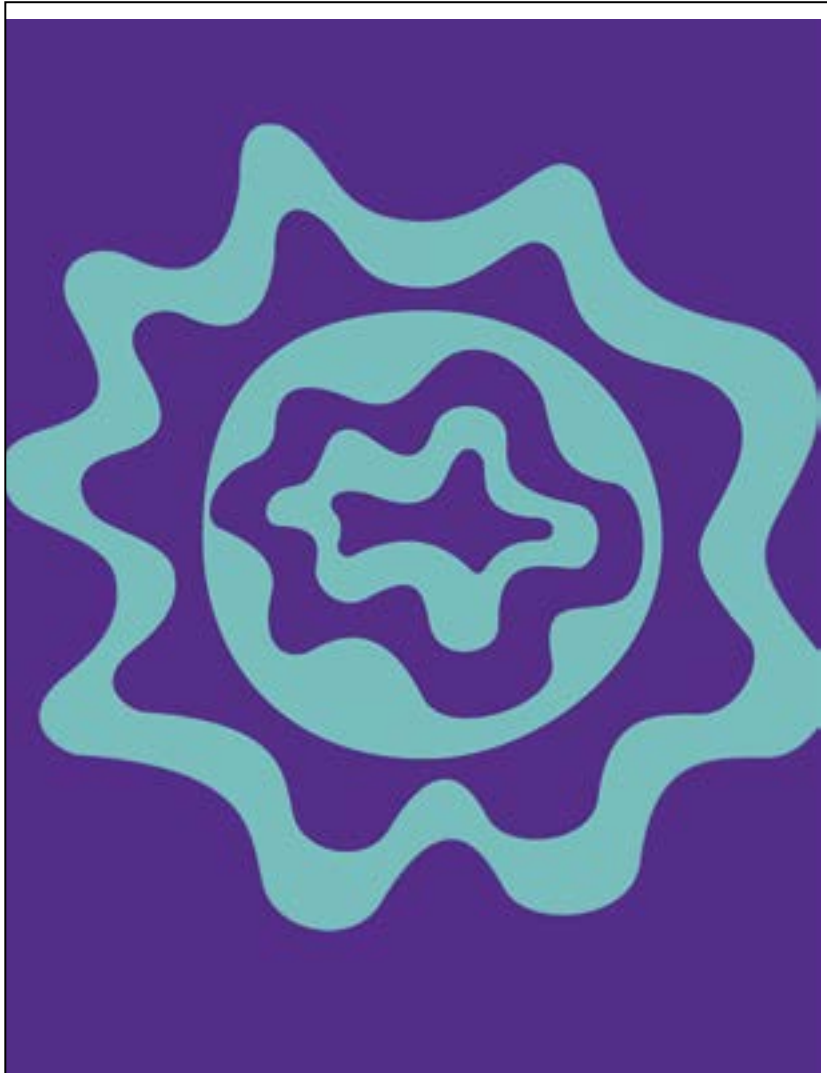
Abide Yoga

# INVOICE

DESCRIPTION	RATE	AMOUNT	TOTAL
<b>CLASS BUNDLE</b> 10 Classes	\$130/Pass	4 Passes	\$520.00
<b>YOGA FOR ATHLETES</b> Workshop	\$80/Pass	2 Passes	\$160.00
<b>MERCHANDISE</b> Yoga Mats	\$30/Mat	6 Mats	\$20.00

<b>SUBTOTAL</b>	\$710.00
<b>TAX (4.95%)</b>	\$35.15
<b>TOTAL DUE</b>	\$745.15

# INVOICE VERSION 2



Abide Yoga


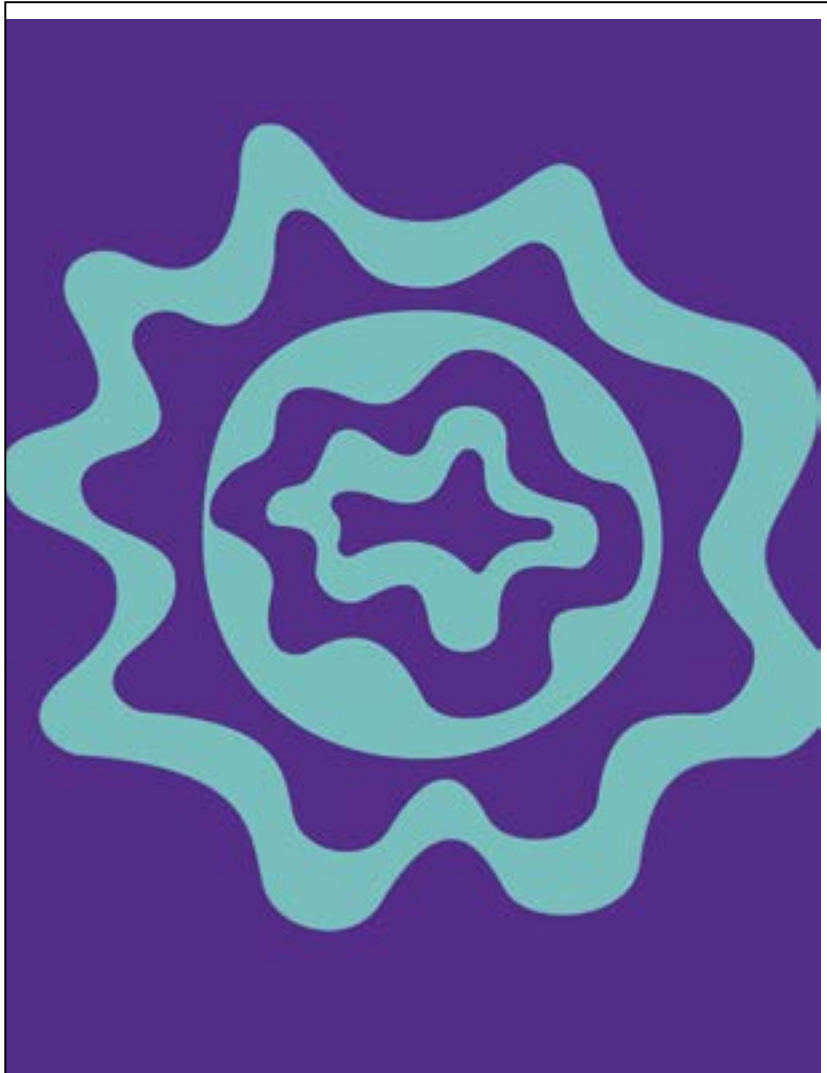
**INVOICE**

James Light      25 October 2025      INVOICE NO. THOM-001192025  
882 Willow Creek Drive,  
Springfield, IL 62701  
942.983.7791

DESCRIPTION	RATE	AMOUNT	TOTAL
<b>CLASS BUNDLE</b> 10 Classes	\$120/Pass	4 Passes	\$520.00
<b>YOGA FOR ATHLETES</b> Workshop	\$90/Pass	2 Passes	\$180.00
<b>MERCHANDISE</b> Yoga Mats	\$50/Mat	6 Mats	\$30.00

<b>SUBTOTAL</b>	\$710.00
<b>TAX (4.95%)</b>	\$35.15
<b>TOTAL DUE</b>	\$745.15

# INVOICE VERSION 3



Abide Yoga

**INVOICE**

James Light      28 October 2025      INVOICE NO. THOM-001192025  
862 Willow Creek Drive,  
Springfield, IL 62701  
942.963.7791

DESCRIPTION	RATE	AMOUNT	TOTAL
<b>CLASS BUNDLE</b> 30 Classes	\$120/Person	4 Persons	\$520.00
<b>YOGA FOR ATHLETES</b> Workshop	\$90/Person	2 Persons	\$180.00
<b>MERCHANDISE</b> Yoga Mats	\$5/Mat	6 Mats	\$30.00

<b>SUBTOTAL</b>	\$730.00
<b>TAX (4.95%)</b>	\$35.85
<b>TOTAL DUE</b>	<b>\$745.15</b>

# BUS STOP VERSION 1



# BUS STOP VERSION 2



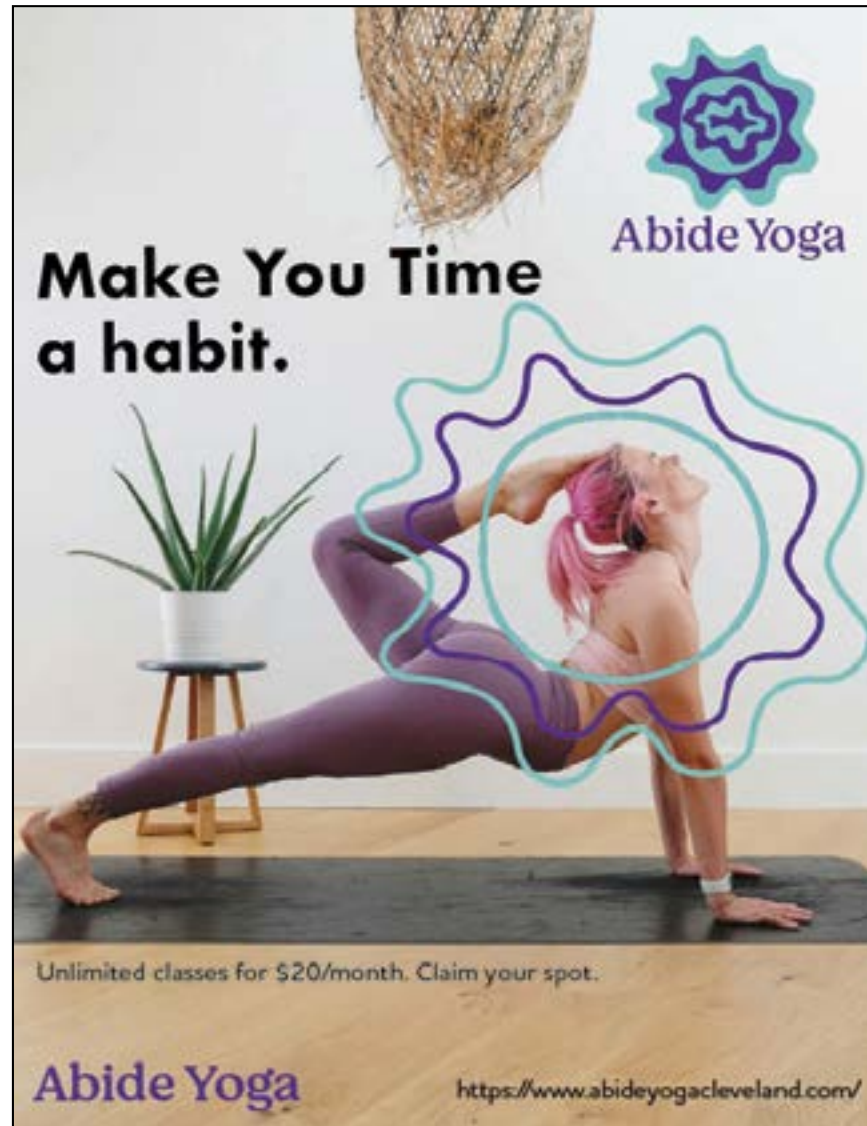
# FLYER VERSION 1



# FLYER VERSION 2



# MAGAZINE AD VERSION 1



**Make Your Time  
a habit.**

Abide Yoga

Unlimited classes for \$20/month. Claim your spot.

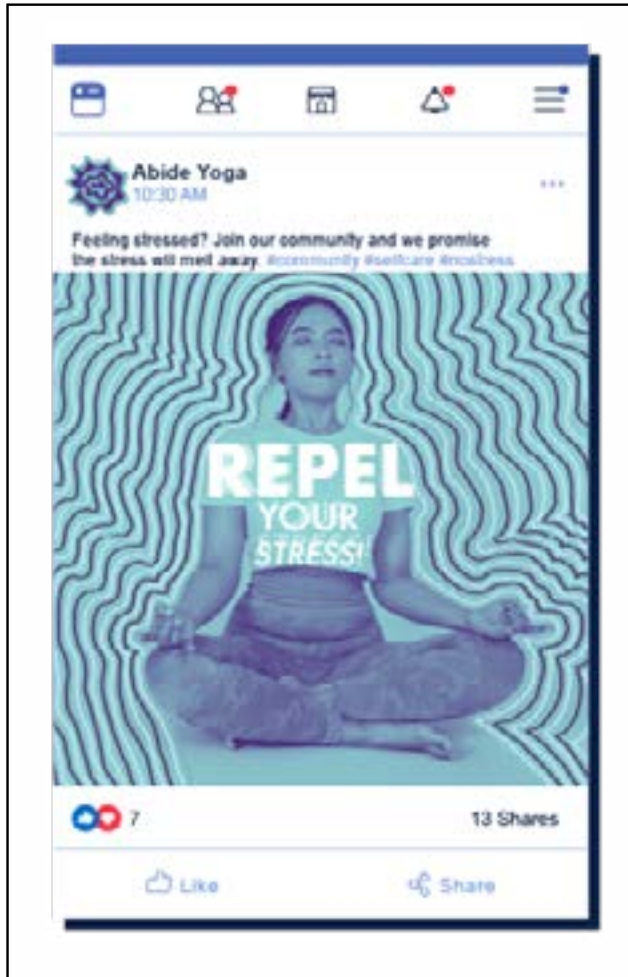
Abide Yoga

<https://www.abideyogacleveland.com/>

The advertisement features a woman with pink hair in a yoga pose on a black mat. A stylized logo, consisting of a purple gear with a white cross inside, is overlaid on her back. The background includes a potted plant on a wooden stand and a hanging basket of dried grasses.



# SOCIAL MEDIA ADS – FACEBOOK



Version 1



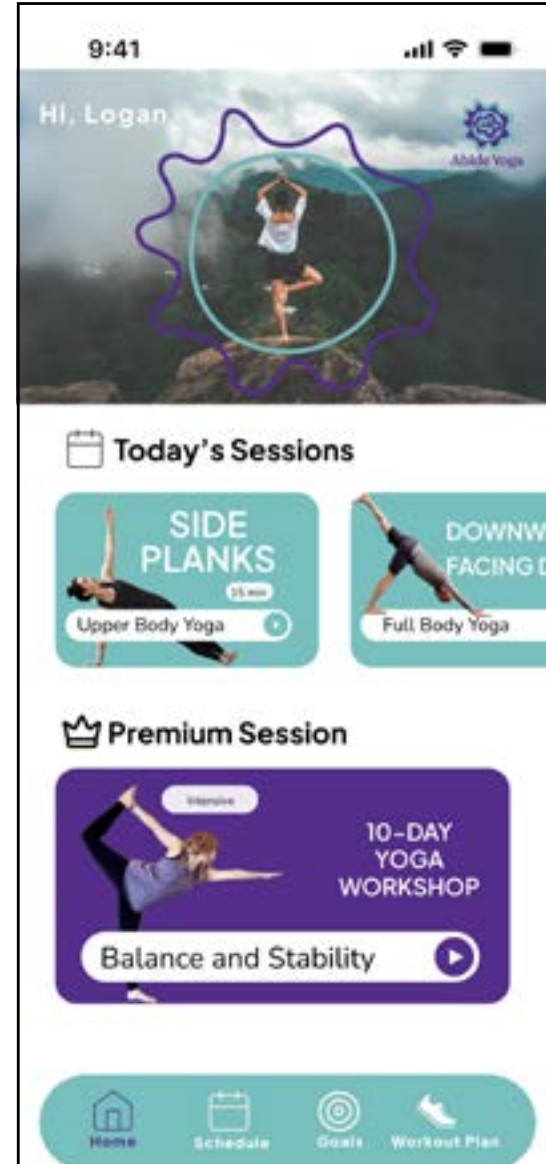
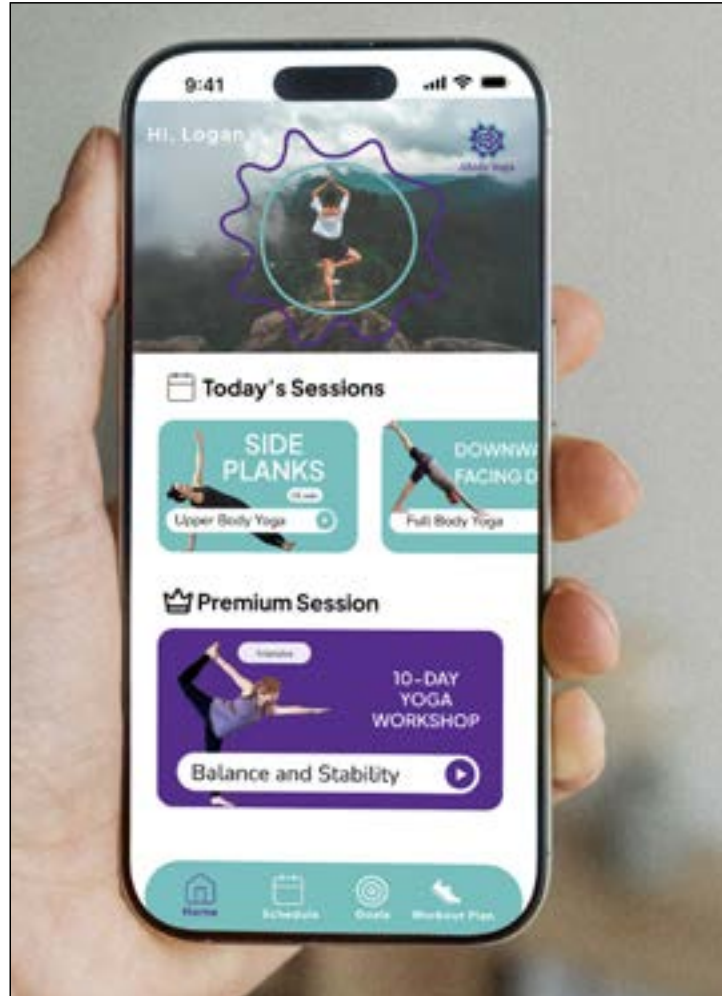
Version 2



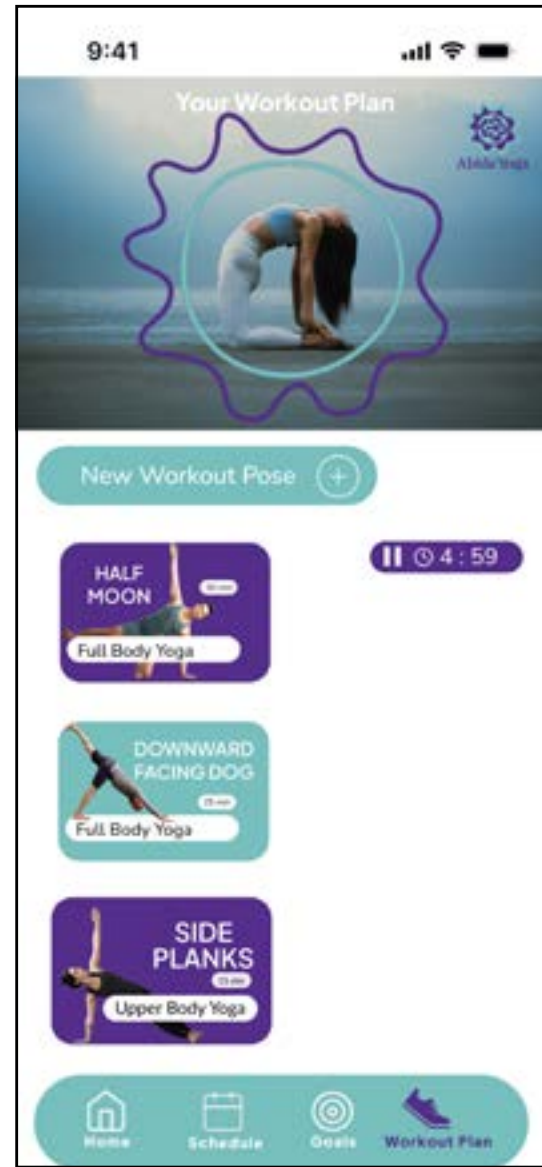
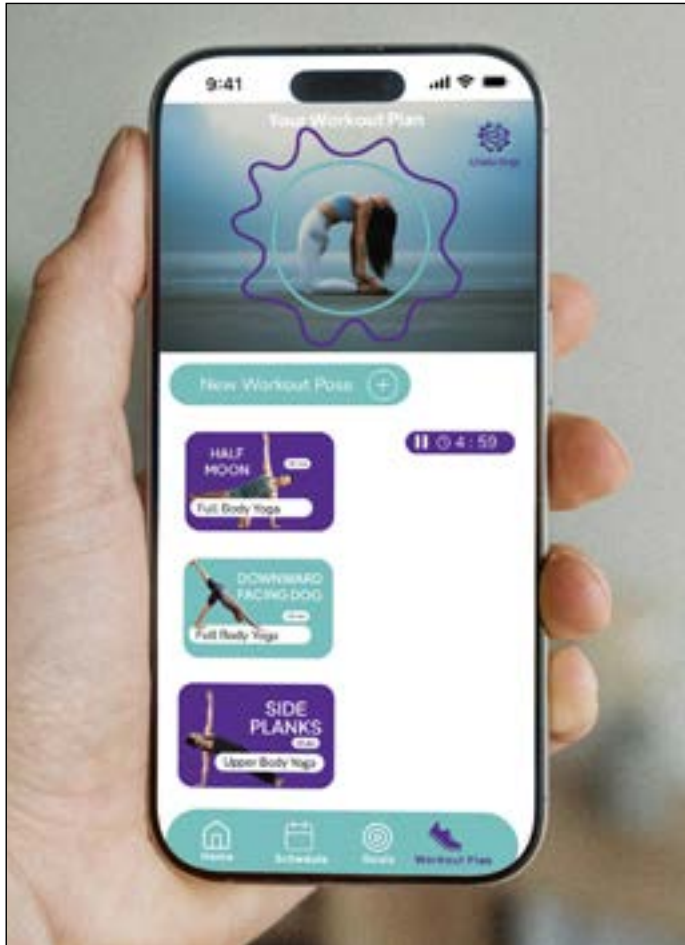
# SOCIAL MEDIA ADS – TWITTER



# APP – HOME PAGE



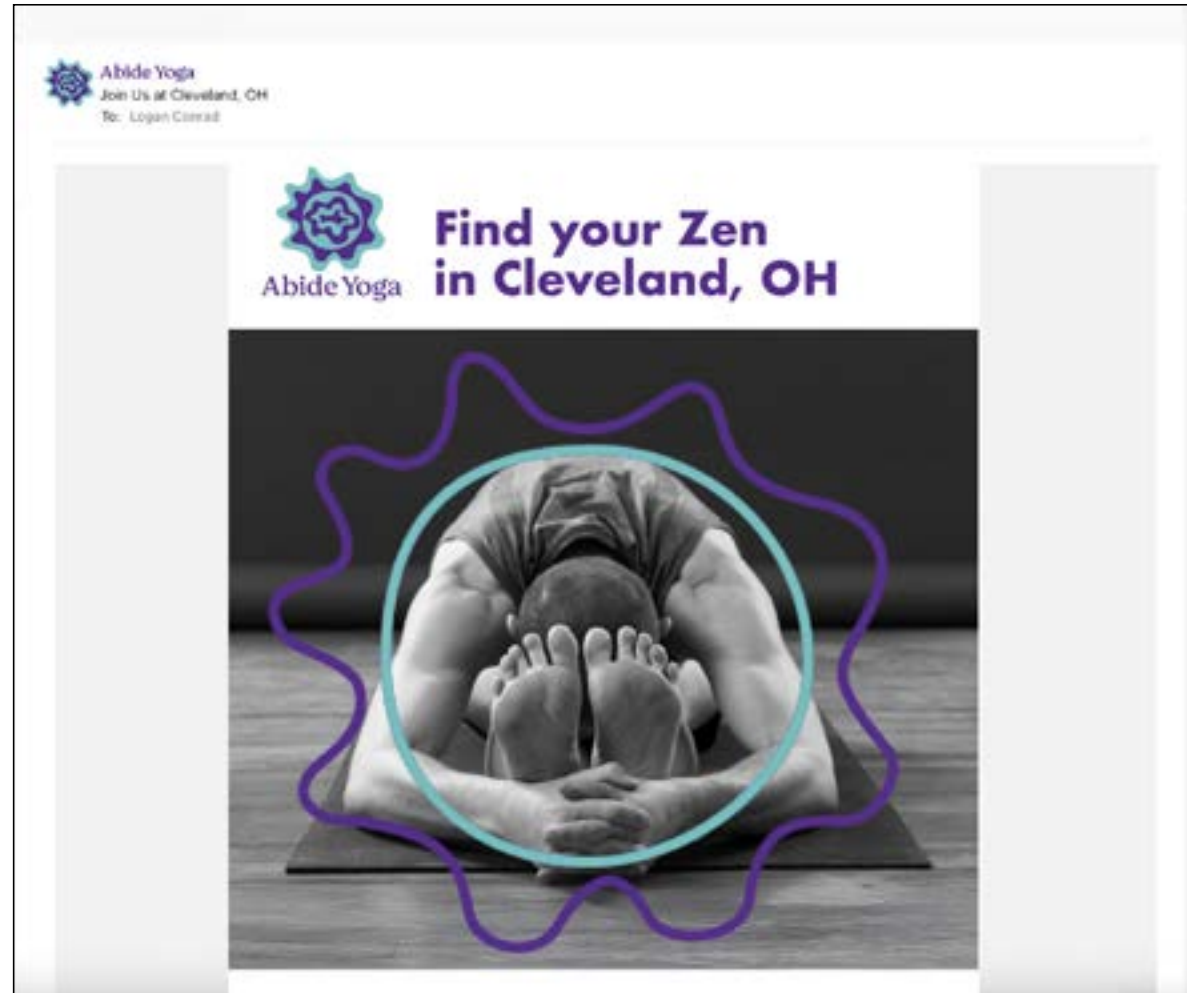
# APP – WORKOUT PLAN



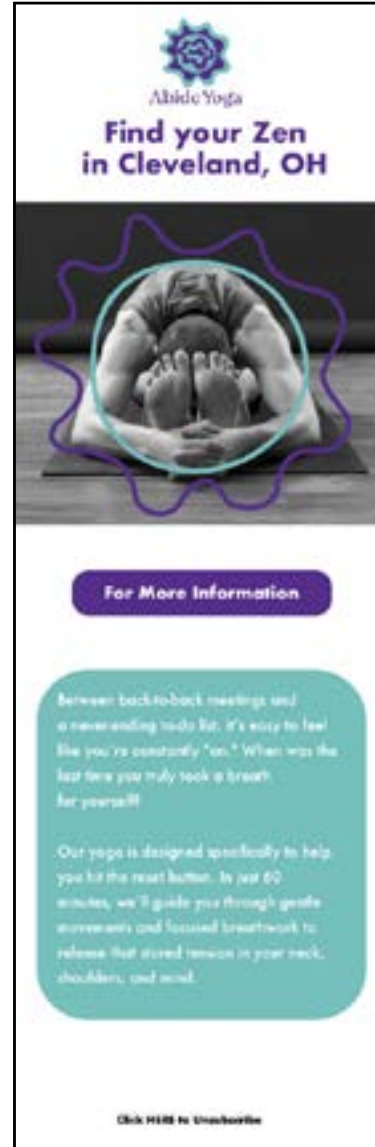
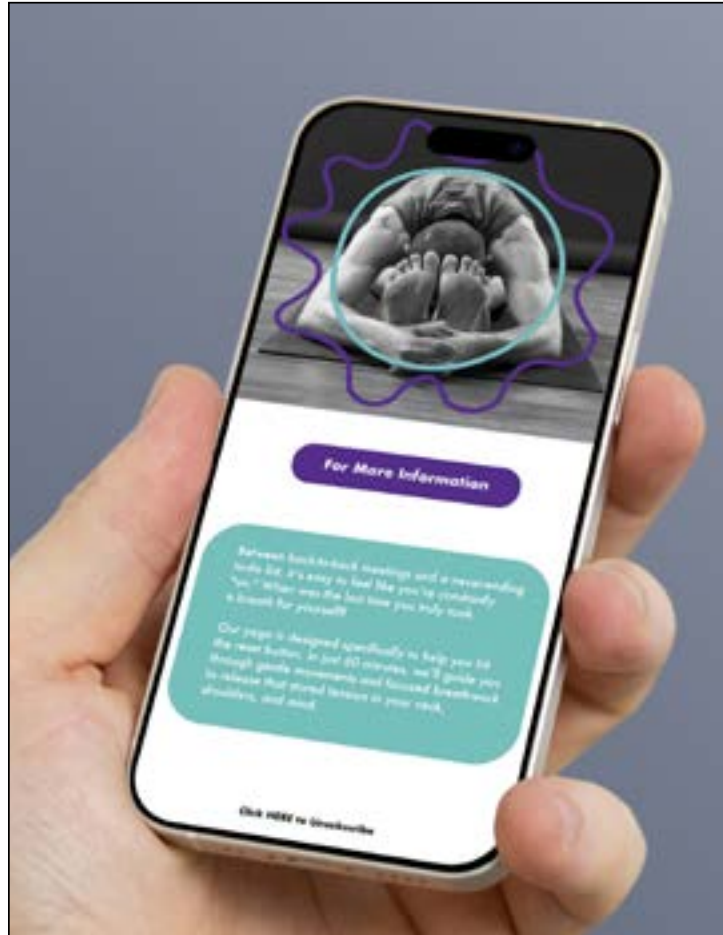
# APP – UPCOMING CLASSES



# HTML EMAIL – DESKTOP



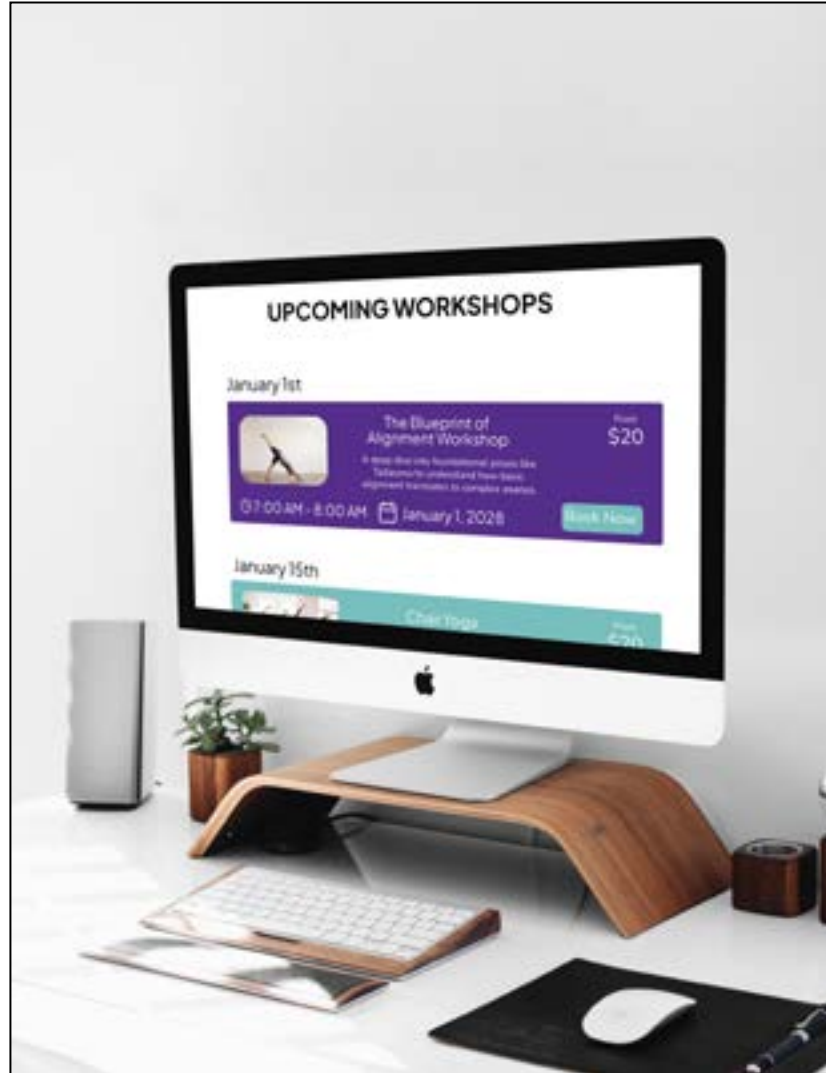
# HTML EMAIL MOBILE



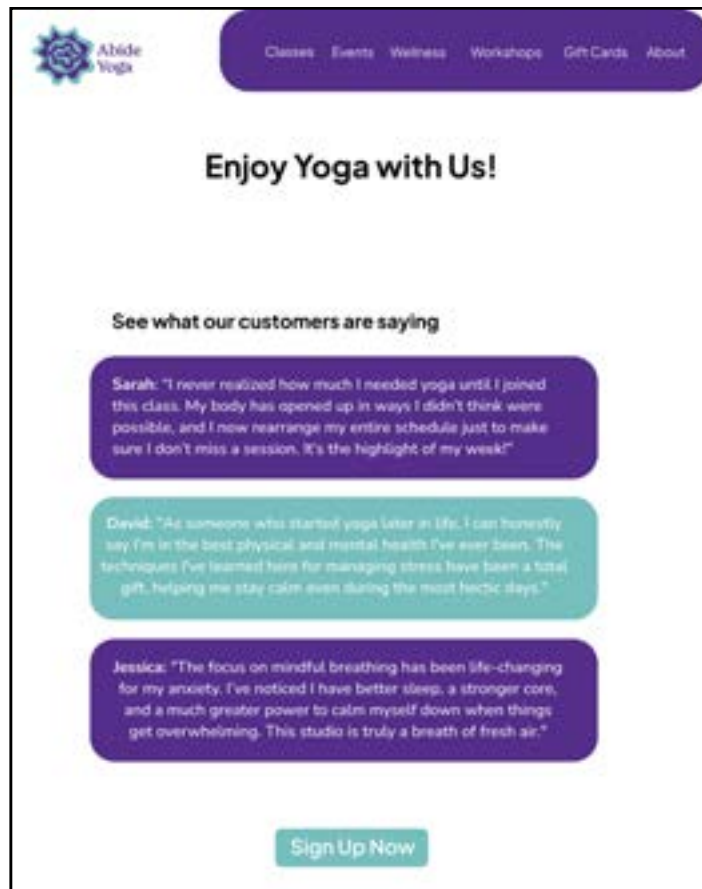
# WEBSITE - HOME PAGE



# WEBSITE - UPCOMING WORKSHOPS PAGE



# WEBSITE - LANDING PAGE



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