



creative logodesign

P O R T F O L I O

the logo

A logo is a sign, symbol, trademark or badge that conveys the identity or ownership of a product, company, campaign or concept in as memorable a way as possible.

Logos have been around in one form or another for several thousand years. The origins of the logo can be dated as far back as the Ancient Egyptians, who used hieroglyphics to brand and identify their possessions. The Ancient Romans and Greeks also marked their pottery to identify the manufacturer.

From the 12th century onwards through medieval times, heraldic designs (coats of arms) were used to identify the status and property of the nobility. This heraldic tradition continues to this day in logo design. The Alfa Romeo logo is the official branding of A.L.F.A (Anonima Lombarda Fabbrica Automobili) which is designed to represent the family coat of arms of the Visconti, one of the most influential and respected families of Milan.

In general, the most common early logos were trademarks signifying the origin or quality of a craftsman's product. Hallmarks, which testify to the quality of precious metals, are a good example of this practice.

The successful logos we have today predominantly consist of simple and easily recognizable typography and graphic design elements that are effective in remaining consistent with their corresponding brands.

With the gradual changes in cultures, trends, and consumer behaviours, logos have had to adapt over time. Technological advancements are also causing the role of logos in our culture to evolve. We can see how logo design has changed in its shift from complexity to simplicity, reflected in the visual overload we have experienced as a result of our increasingly complex lifestyles.

Logos, as we know them today, are intelligent graphic images that are carefully designed to impart their concepts, both consciously and sub-consciously, for immediate recognition.

A logo should be simple so that it retains its clarity of design in different contexts. If it is too complicated, its details may be lost when it is reduced in scale. Also, a simple logo design is faster to read, easier to remember and consequently more instantly identifiable.

A logo should convey an immediate and memorable identity and must connect with its target audience in a positive manner.

At FX-PM, we have worked with many clients across the globe to create logos that faithfully represent the brand of the company as well as the products or services being provided. On the following pages, we are pleased to share with you some of the logos that we have been privileged to work on.

ourportfolio

augury hedge fund

In ancient Rome, an augur was a religious official who observed the behaviour of birds and interpreted this as an indication of a proposed action. The brief was to create a logo using classic typography and include a representation of a bird (or elements of a bird). Below are a selection of the logos produced.



our portfolio

company house



global securitisations



our portfolio

secura fund services



smart capital



our portfolio

spania services



vitanova hedge fund



our portfolio

various



We hope you have enjoyed seeing some of our work. Please do get in touch with us and we will be more than happy to discuss your requirements and assist with the creation of a new logo or re-design an existing one. All final work deliverables will be supplied to you in Adobe Illustrator (.ai) (with all fonts converted to outlines) and 300 DPI JPG formats.

Urb. Artola Alta
29604 Marbella
Málaga, Spain

T: +34 610 779 036
E: hola@fx-pm.com
W: fx-pm.com

