



# LOGO DESIGN LOVE

a guide to creating  
iconic brand identities

from david airey

## Symbols transcend boundaries

To sell products internationally, your brand has to speak a lot of different languages. Fortunately, easy-to-identify symbols need no translation. Recognizable regardless of culture or language, symbols enable companies to cross language barriers, compete globally, and maintain brand consistency across a wide range of media.

Take, for example, international branding and design agency Bunch. Its designers used a seven-pointed star inspired by the Star of Bethlehem to brand a new two-story club, Star of Bethnal Green (SoBG), which opened in the heart of Bethnal Green in London in 2008. The hard-working star symbol, which is a play on the name of the club and its owner, Rob Star, was used on everything from note cards to pint glasses.

The symbol had to be a star in some guise, said Bunch Creative Director Denis Kovac, so the design team began playing around with the traditional five-pointed star. All too soon they realized that it was too commonplace.

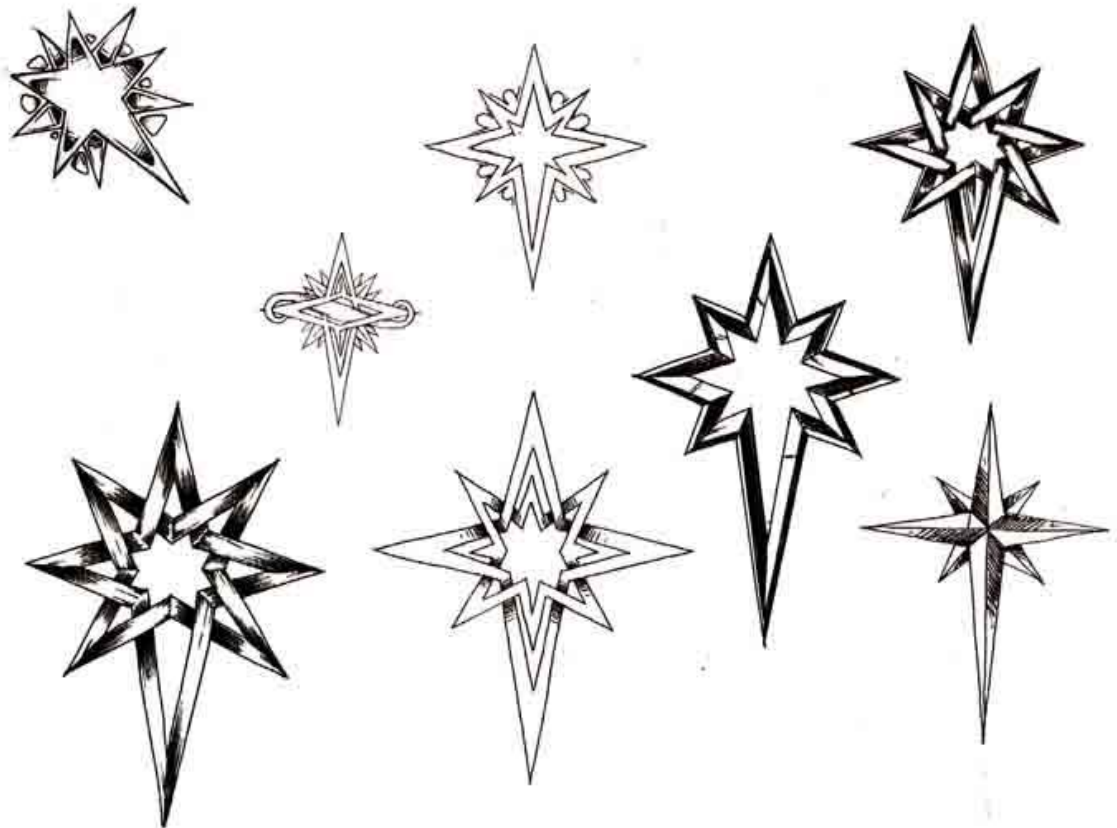
Star of  
Bethnal Green  
experimentation



“We figured a five-pointed star would always be reminiscent of national flags, communism, and pagan rituals,” said Kovac. “Rob Star already had a large following through his Mulletover club night, which brought to mind the expression ‘follow the star.’ He wanted the pub to be a shining beacon in Bethnal Green, attracting people from far and wide. The Star of Bethlehem with seven points and a long tail presented itself as a way forward.”

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Star of  
Bethnal Green  
sketches



While Kovac and his team produced many possible variations, it was a simple thick-outlined star that was chosen, not only because it was a brilliant design, but also because it could be used as a template and altered to suit any application or theme.

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**The Star of  
Bethnal Green**

By Bunch

2008



Bunch used the versatile star symbol on bottles, food, DJ paraphernalia, and stationery. Inside the pub, pint glasses are etched with the simplest form of the star, and screen-printed wallpaper features the same design drawn by hand.

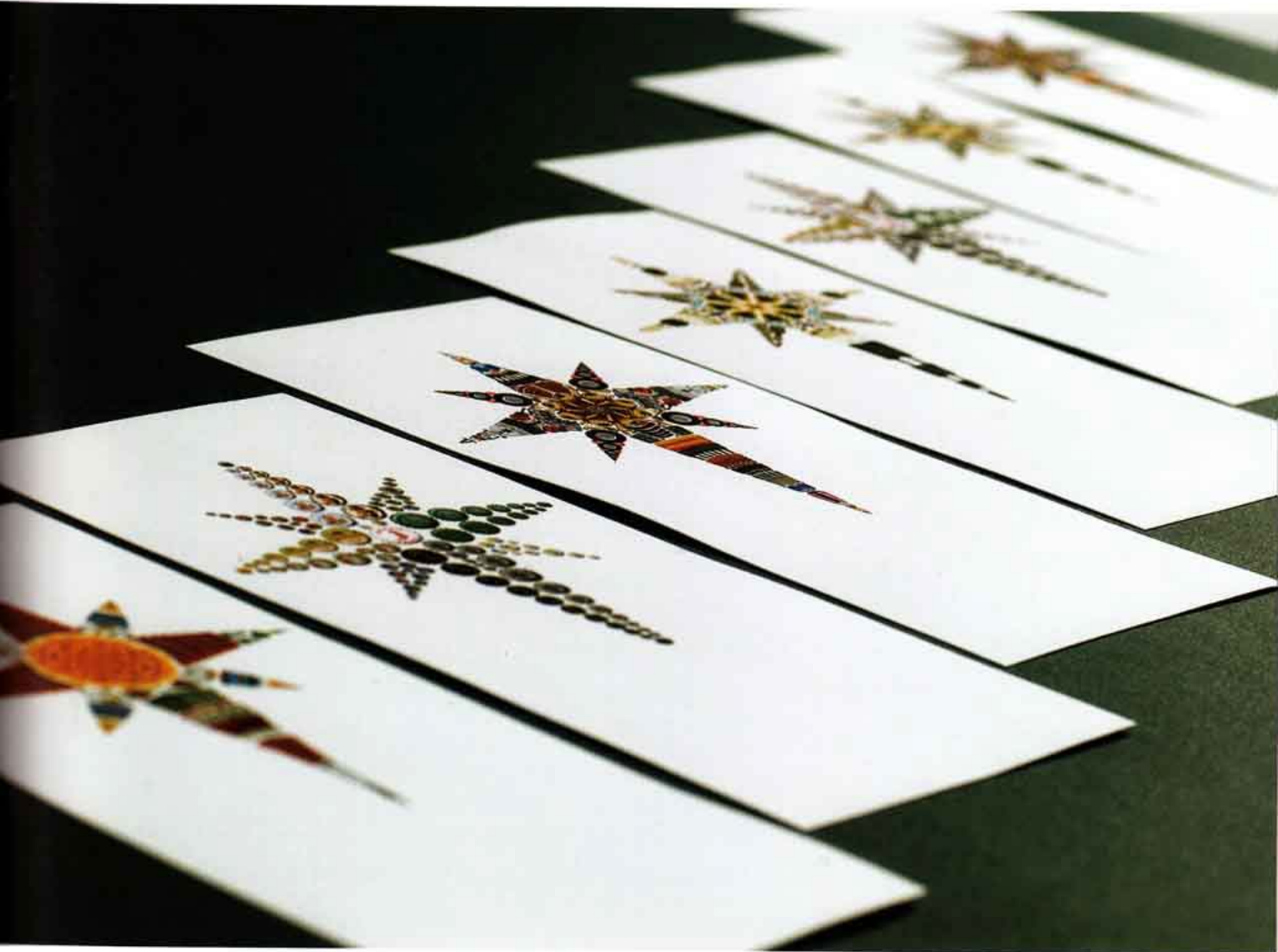
Bunch's project is a classic lesson in versatility. When designing brand identity, you must always ask yourself whether your logo can adapt to different media.

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**Pint glasses and  
business cards**







## 2. Understand print costs

Ask your client very early if she has set a printing budget, because color usually costs more and may limit the scope of your design. Every printer's prices are unique. With some printers, you might find that full-color print costs are nearly on par with single-color jobs, but this is usually rare. It's your job to inform the client about commercial print requirements and limitations early in the process.

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Club Collective

By Bunch

2006

**club  
collective™**

## 3. Expect the unexpected

If you're unsure how long a task will take to complete, always estimate longer. For instance, if you think it will take one week to act upon client feedback and to deliver revised artwork, say it takes two, then pleasantly surprise your client by delivering sooner than expected. Design projects are like construction work—you piece lots of little elements together to form a greater whole, and setbacks can crop up at any time.