



Helping brands make their mark

Logos that build meaning, recognition, and engagement

A key element in your brand toolbox

Your logo (or primary identifier) can be a symbol, a wordmark, or a combination of the two. It can be a standalone mark or a system where intentional variations are used to signal sub-brands.

In any (or all) of these applications, what's important is that your identifier be the best platform from which to tell your story. Of course, it can't tell your whole story, but it should be a jumping off point that helps you start telling your brand story at "square 2" (as opposed to "square 1"). Your logo should be a wordmark / symbol in which you can invest your brand meaning.

Your mark needs to be recognizable, differentiated, and memorable within often crowded, competitive landscapes. Operationally, it needs to be durable and able to be deployed—across media, at different scales, on simple or complicated surfaces—without degrading. Your business card presents

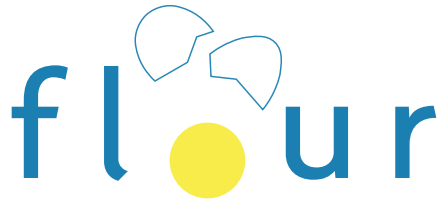
different opportunities and constraints than does your website, a brochure, social post, or mug.

To get to successful, durable, long-lived marks, we approach their design organically—evolving a series of directions from qualitative and quantitative research and conversations, audits of your competitive environment, and from a deep understanding of your guiding brand attributes.

A range of initial directions are evaluated collaboratively—refining some, eliminating others, adding new ones to the mix—until we get to a set of finalists. Conversations and testing help build organizational buy-in and consensus, and bring us to a mark that is a perfect fit—and an important institutional asset.

The right creative process ensures that organizations—leadership, staff, boards, and constituents—value (even treasure) their logos.

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Vermont
College of
Fine Arts

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JULY 4-20

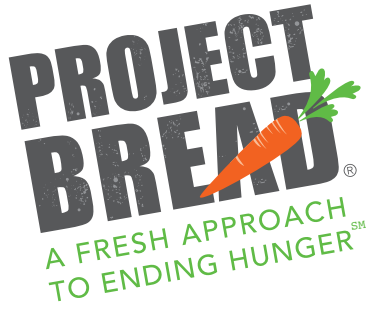


NEWPORT
CLASSICAL

MUSIC
FESTIVAL



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AIDS WALK BOSTON



From **all** walks of life™

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Olin College
of Engineering



HARVARD COLLEGE
SYMPHONY SOCIETY



Secured Finance
Network

campus
climate
action



INTERNATIONAL
SOCIETY
FOR INFECTIOUS
DISEASES

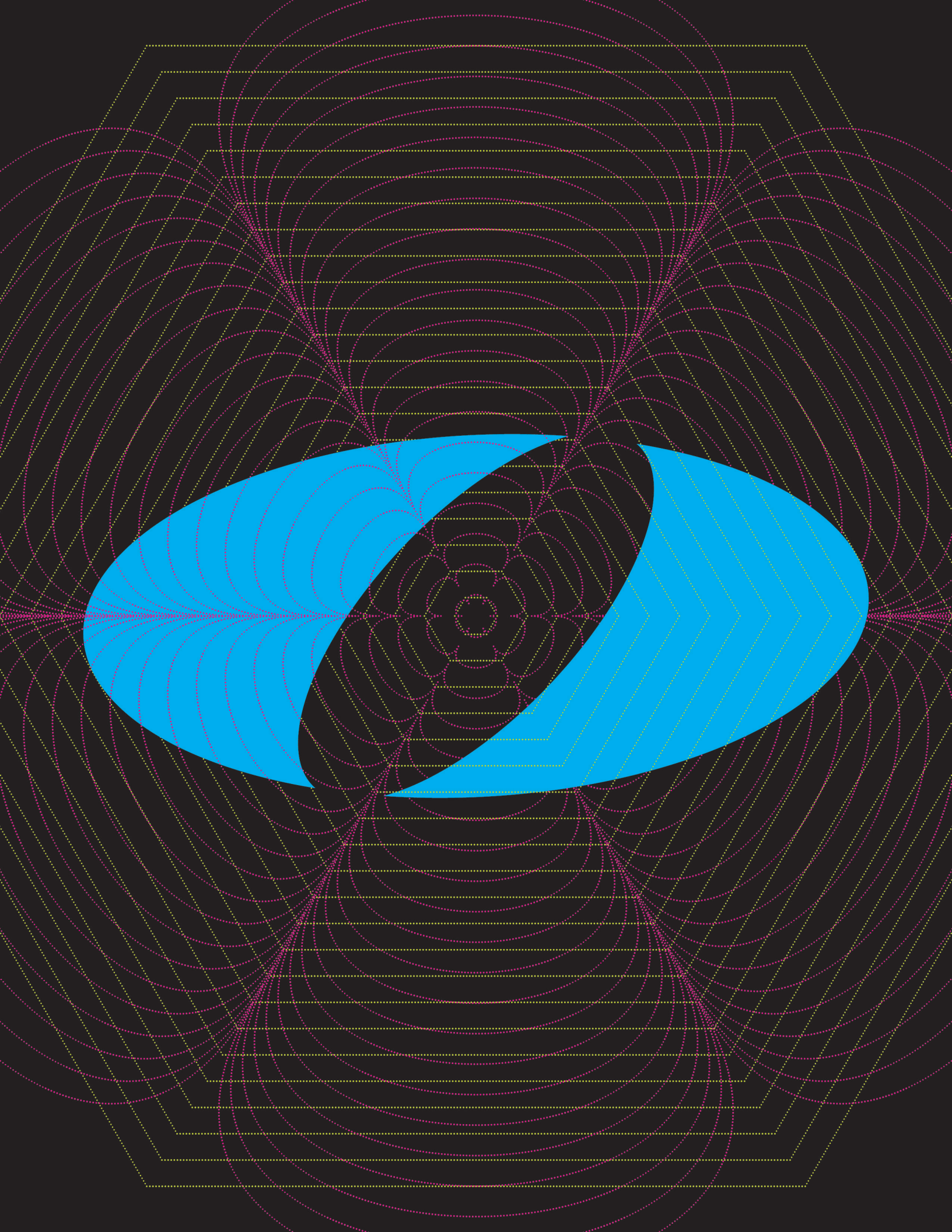


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p r o v i n c e t o w n

REP



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90.9wbur

2BLADES
FOUNDATION

WELLINGTON
MANAGEMENT®

ARTS
REACH™

MIT2030

League
of American
Orchestras

THE
BAUPOST
GROUP

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accessMIT

puritan**capital** 



MCGOVERN INSTITUTE
FOR BRAIN RESEARCH AT MIT




WHITEHEAD INSTITUTE

JCRC 
*Jewish Community
Relations Council*


fuller**CRAFT**
museum™

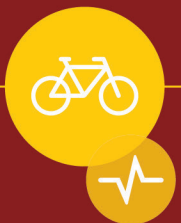
 **Bottom Line**

 **challenging boundaries**
transforming lives
Brigham and Women's Hospital

Your commute counts.
Switch it up.



accessMIT



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Tanglewood



Symphony Hall



WILLIAM JAMES
COLLEGE
GRADUATE EDUCATION IN PSYCHOLOGY



MIT Introduction to Technology,
Engineering, and Science



The logo consists of a stylized, white, swirling graphic element that resembles a musical note or a flourish. To the right of this graphic, the words "BOSTON SYMPHONY ORCHESTRA" are written in a clean, white, sans-serif font, stacked in three lines.

BOSTON
SYMPHONY
ORCHESTRA