

# Major security distributor fields new logo, company image

Cleveland, Ohio - Candace O'Connor, President of The Security Source, Inc., unveils a new logo and company image for her flagship security distribution company.



## Symbol, shape, and meaning

The use of "symbol" to project an image masterfully is illustrated here in a logo that "works", whether or not it is understood on a rational level. The design subliminally suggests abundance, a universe or all encompassing availability. This reality is suggested by sun and moon shapes, highlighted by the use of color (a blue moon and a golden sun outline), a roundness, incorporating both "an openness" and a "flow" as the company name ("source") emerges from the circular universe - all suggested by line and element, all relating symbolically to distribution, to the type of business they are in. A distinctive font complements and works with the whole, and three colors in harmony are utilized to produce a strong, yet positive and attractive, impression, still with a warm effect.

## Context and application

This is the logo of a major, Midwest distributor of wholesale security equipment and systems, a difficult challenge - a single, product-oriented logo design is purposely not chosen because of wide product line diversification.

Helping a business clearly stand out from the competition, incorporating and communicating the "positioning" of the business, is a prime application of a distinctive logo that is well done. All major competitors of The Security Source, Inc., use colors of red and black and gray - none use any sort of symbol that projects a scope of product and service availability, nor any particular warmth.

The placement of line and shape endpoints converging perfectly at the tag line, along with the emphasis or weighting of the company name, accentuate both - both the name and advantage - as these direct and pull the viewer into the design and into the message. The italic of the tag line relates to its very content. Shape, color, font, type, and tag lines balance to work effortlessly together to set the business off distinctly from competitors. One of the

company's main advantages over competitors is their emphasis on providing exceptional services, and this has strong emphasis right within their logo, seen each time anyone looks at any of the many company materials where the distinctive logo consistently appears.



**Agency:** Hawkeye Services, Cleveland, Ohio. Logo design by Kristen Stuart, Lodestar Visions, contracted to and in collaboration with Hawkeye Services. Positioning tag line copy within the logo and the descriptions above by Don Calderwood, Hawkeye Services.