



Population4

2010 POPULATION4 LOGO DESIGN PORTFOLIO

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LOGO DESIGNS





**Aladdin**  
**DOOR & GATE**  
sophisticated iron work



**ALADDIN DOOR & GATE**

This is a family owned and operated business who wanted to achieve a professional, classical feel so we incorporated real scroll elements used in their iron work. This helped convey what they do, while still remaining simple and sophisticated.

The colors are fresh and the design communicates the forward moving ambitions of the proprietors.



#### **THE ANGERCOACH™**

Dr Fiore has been a wonderful client of Population4 since 2004. When we began work for him, his logo as well as a few other core elements had already been designed and set. So recently as we've helped him embark on some exciting new projects, we had the opportunity to re brand his company.

We created this logo with the goal of a phased and well timed rollout that has incurred virtually no added costs for him - making the execution of his new branding painless and rewarding.



### **THE BAILBOND STORE**

This client wanted to break free from the negative imagery commonly used for most bail bond companies. So we came up with the concept of using an open road to symbolize freedom which the client loved.



### **BARIHAB™ XS**

Therapeutic Industries produces some of the most advanced rehabilitation equipment in the world. When we designed this logo for their new series of treatment and assessment platforms we made the “XS” model identification fit within each other - mimicking the way the equipment folds and adjusts. The forward slant of the “XS” depicts the momentum the company has and helps convey the rapid progress with which the development for these revolutionary new tables has made.



**CAL-SPEC INC.**

Wanting something that was clean and contemporary, our client needed a brand that was open-ended so it could accommodate other aspects of their company not yet realized.

This design met their needs perfectly. It's clean, and professional and stands out in their industry.



#### **DANSON AEROSOURCE**

Our client here wanted a logo that would fit within the aircraft industry. The design here uses two colors which fit very well within that parameter and also makes replication on hats, golf shirts and other end-uses very cost-effective.

The style is clean and professional and stands out very well amongst the competition.



# DLROSS CONSTRUCTION

COMMERCIAL • RESIDENTIAL • REMODEL

## **DL ROSS CONSTRUCTION**

The goal of this design was to create a logo that would be easily replicated across the typical applications for a construction company: T-shirts, hats, business cards, truck graphics to name a few.

EXHIBITS GALORE™  
Best Display Deals on the Net. .com

#### EXHIBITS GALORE

This company is an online tradeshow display distributor. They wanted their logo to have a free and easy feel as well as convey the sense of value without looking low-end. The client loved our design, and it worked very well in all of their intended applications.



#### **HOMEWARD BOUND MOVING AND STORAGE**

Ducks help convey the “going home” feeling that the client here wanted. The colors are bright and youthful which communicate the vibrant personality of the owner. They loved our design and direction with the project.



**great estates**  
services

**GREAT ESTATES SERVICES**

This client services homeowners in very exclusive clubs in Indian Wells, California. The silhouette used here is an icon in the desert and with the earthy colors, helps convey the casual class the client wanted to project.



### **INLAND EMPIRE MORTGAGE INSPECTIONS**

Our client here wanted to rejuvenate their look in order to broaden their appeal to a higher-end clientele. The colors chosen for their brand are subtle and the style used fits well within the markets they serve.



**MESA FIRE EQUIPMENT, INC.**

This design conveys a modern refinement that sets it apart from other brands within the industry. Abandoning the hackneyed clip-art elements commonly used, this logo stands out and reflects the progressive goals of our client.



### **THE MOTOR TECH**

The MotorTech is a DVD series we are producing which will possibly see multiple outlets including a broadcast release, so we developed the design accordingly. With a goal of various applications beyond print and video materials, such as promotional items, this logo will stand out while still conveying it's purpose.

# OLD SHOE RECORDS



## OLD SHOE RECORDS

This is a recording studio/management company, so the goal here was to create a logo that would look good and reproduce well on many different pieces. Occasionally bands like to create their own cover art which quite frankly looks terrible at times. So the logo needs to work with all these possible scenarios. A simple, one-color logo like this one can be reversed and printed in a variety of colors and put anywhere on a disc, j-card, shirt, hat, button, sticker, poster or online ad.



### **POLTE HOMES**

This client is a framing contractor that specializes in custom homes. The abstract shapes and angles reflect the type of architects this client is accustomed to and helps convey the capabilities they have.

# PrintWorks

## **PRINTWORKS**

Printing companies love to show off their colors so this logo was designed to demonstrate their press capabilities. Being one of the most established printing companies in their region, the design is bold and helps to set them apart even further from competitors.



**PROTAG**

This is a client who manufactures a equipment labeling system for pool contractors and landscaping companies. The design here was created to look clean and bright and works very well with all of their intended applications.



### **SPILLMAGIC**

This is a logo for a spill pickup product. All of their logo applications are four-color process, so using color gradients wouldn't be an issue. The main focus here was to create something fresh and clean. The bright colors stand out on all of their packaging as well as helped to refine some of their existing artwork simply by adding their logo.



## **TILLMAN**

When designing this logo for a local marketing agency we created the primary logo font by hand to give it a distinct look. The “thought-bubble” encapsulates the company tag line and subtle colors help tone-down the potential for the name to come off overbearing.



#### **VIDEOTAPESTOCK.COM**

Videotapestock.com (now Edgewise Media) is a major online media distributor. They sell new and eco-friendly evaluated tape media which was a pioneering concept in 1999. Simple angled lines replicate the way data is recorded to tape media. This logo works well in the online and print aspects common for a major distributor.

