



BUSINESS SOLUTIONS

Snap on Logo:

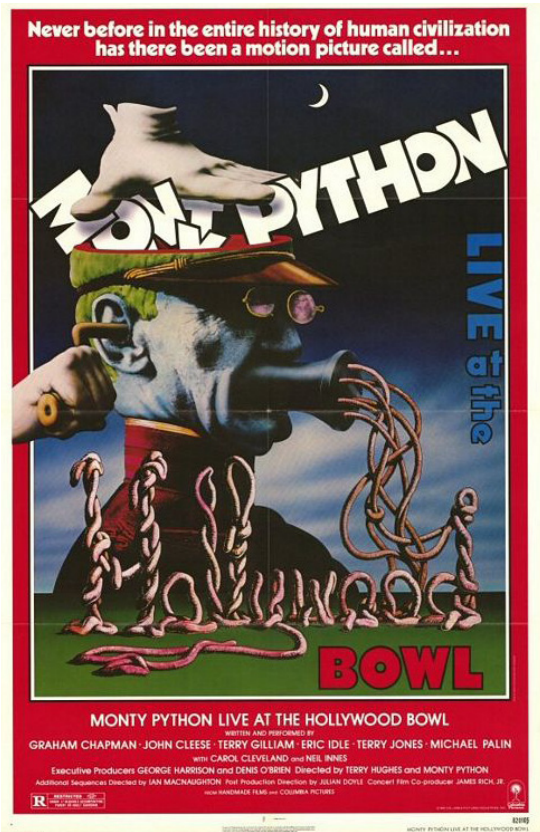
Here we have a logo for a company that provides high level tools and equipment for professional tool users. I first time encountered this logo while watching the movie Inner Space. Mr. Igoe had a snap-on hand and I'm sure the truck he stole had this logo on the side.

On examining the logo critically, I like the use of a metallic colour to emphasize the industrial nature of this company. The use of negative space to form a spanner on the leading "S" is a clever hint of their tool range. The use of the power on symbol on the "O" hints of their equipment range. The simple design and smooth metallic colours implies the company is slick and modern.



3 Peaks Challenge Logo:

This is the logo for a bicycle ride I participated in in 2010. The colours are cool, quite accurately reflecting the conditions on the day – freezing and wet. Not what the organised wishes to convey with this colours scheme I expect, but memorable for those who did the ride. What I like most about this logo is that "3" does double duty as an "A". As this is the largest "letter" in the logo and my attention is drawn to it first so it is read first. Quite clever.



Monty Python Live At The Hollywood Bowl Poster:

The main image in this poster is what I like best. The text is arranged in such a way that it leads me through from the hand squashing “Monty Python” into a meat grinder, to the strings of meat directing my gaze to “Live at the” as well as drawing my eye down to the “Hollywood” formed by the strings of meat. Bowl, being at the lower right of the main image draw my eyes there last. The “Monty Python” is in a comic sort of font, accurately depicting this group. The use of white red and blue hint at the venue being in the USA. Overall, the text placement and the use of meat mince gives me an irreverent, and no doubt fun feel.



“B”:

I like that the B is formed by all a whole bunch of stuff that begins with ‘b’. This invites me in for a closer look to see how many items I can find. I see a baseball bat, a book, a bottle and a building for example. The use of a caramel colour scheme means my eyes do not get tired and I can spend as long as I want looking for all the items starting with B. An entire alphabet designed this way would make a great children’s book.

Boots, Biscuit, Balloon, Blender, Bass, Bread, Building, Baby bootie, Balance, Book, Bath, Battery, Bat.

