

# DESIGNINGJOE

Hello, this is Joe Pallister, and welcome to the June 2008 issue of the DESIGNINGJOE

monthly newsletter! (click here for archives)  
Each edition will highlight a new web or graphic design sample, as well as provide a helpful design tip. Once again, comments, ideas and suggestions are more than welcome!  
(please submit here please submit here)

In 1989 I graduated from The School of Visual Arts in New York City with a BFA in advertising and design and have been doing design work ever since. (see resumé)

How do you want to be seen?  
That's the challenge that drives good design. The right presentation of the details creates a dialogue that addresses the lifestyle and needs of your audience, resulting in a clear and powerful connection.

Good Design = Good Business.  
So ask yourself: How do you want to be seen?  
DESIGNINGJOE can create your answer.  
phone: 347.249.1690 or email joeemail joe

## DESIGN TIP

This month's design tip is all about the logo.

Wikipedia explains that "a logo's design is for immediate recognition, inspiring trust, admiration, loyalty and an implied superiority. The logo is one aspect of a company's commercial brand, or economic entity, and its shapes, colours, fonts, and images usually are different from others in a similar market. Logos are also used to identify organizations and other non-commercial entities."

Well...I couldn't have said it better myself! Remember that your logo is as important as your actual product or service. The public will see your logo as *the* symbol that represents what you have to offer.



## MONTHLY SAMPLE

I created the above logo for Ola, which is an advocacy organization that promotes the social, economic, cultural and educational development of the Latino community on the East End of Long Island.

This is the 5th annual Latino Film Festival and, up until now, several different logos have been used for promotion. This year, they were looking for a logo that would tie together the films from a variety of Latin countries with the East End of Long Island.

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