



**Taylor Clapp**

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My method for developing a logo for clients does vary depending on their needs but it generally follows the structure below.

## The Design Process

**Kick Off Meeting-** Either in person or video call, this meeting is collecting materials and ideas from collaborators or stakeholders and discussing what is desired in the final product.

**First Draft-** After the initial meeting I will develop a PDF with 8-10 black and white logo options. Due to their nature, a logo is most often used in a single color format. So I start with a solid black design even when the final logo will have multiple colors.

**Review and Revise-** Clients/collaborators reviews preliminary options and send feedback on likes and dislikes (via email/video call/meeting) and then I will either:


- Create an additional round of 8-10 new logo options
- Create variations or combinations of options from the first draft
- Move on with a selected logo to be refined

**Final Drafts-** This process continues until the client is satisfied but usually ends up being about 3-5 rounds edits. When a logo is selected, we move on to developing the color version of that logo by investigating multiple color palettes. This process is very similar to the black and white logo development and will be narrowed down to a final product!


**Final Deliverables-** Once everything is finalized I send over all of the desired file types of the logos. This allows my clients to have the best file type to use their new logo in whatever way they desire, from printed signs to website and social media graphics.

- Black & White, and Color versions of the new logo  
File Types: AI, EPS, JPEG, PNG, and PDF
- A single page general style guide is also included with colors, fonts, and general suggestions for when to use which version of the new logo to help keep your new brand consistent.


Previous Project Examples




Developed Logo with tagline




Developed Logo Apparel Mock Up




Client's Doodled Idea



Final Product Developed Logo



Original Logo



Refreshed Logo

**Logo Style Guide**

**General Rules**  
Never distort logo ratio.  
Use best version and file type of logo for maximum legibility.

**File Types**  
JPEG- Made of pixels, best for small digital applications that are viewed on PCs.  
PNG- Made of pixels, best and preferred for all digital and web applications, can have transparent backgrounds, also good for small print applications.  
EPS- Vector file, best for print. Can be enlarged to any size. Compatible with non-Adobe programs.  
AI- Vector file, best for print. Can be enlarged to any size.

**Fonts**  
Century Gothic  
Century Gothic Bold

**Colors**  
Black  
White  
Green  
#14315C  
Solid Black  
Solid White

**Primary Logo**  
Black and Green  
-use on lighter backgrounds

**Secondary Logos**  
Solid colors Black or White  
Use White on dark backgrounds  
-best for screen printing or embroidery

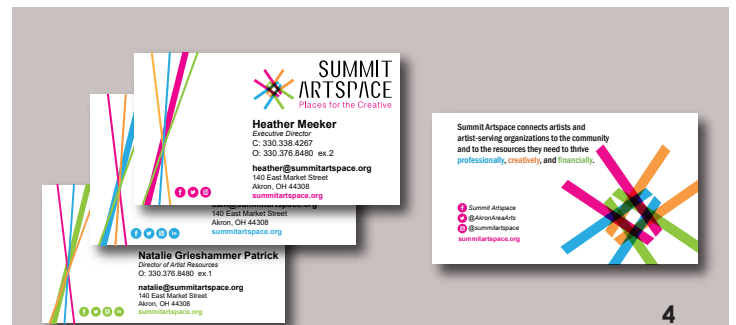
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General Style Guide

**Summit Artspace**

The nonprofit Summit Artspace holds a special place in my heart and it has provided multiple stepping stones in my career. I worked there as the Exhibitions and Administrative Assistant 2018-2020 and after I created my own small business they hired me as their contract graphic designer. Since then I have worked with their growing team and helped solidify their brand and messaging as well as some website content management for their virtual art exhibitions.

- 1 2021 Quarterly Informational Booklets, Event Postcards, and Branded Stickers
- 2 Website Banners and Virtual Exhibitions
- 3 One Year of Branding- Quarterly Exhibitions
- 4 Business Cards
- 5 Tri-Fold Brochure



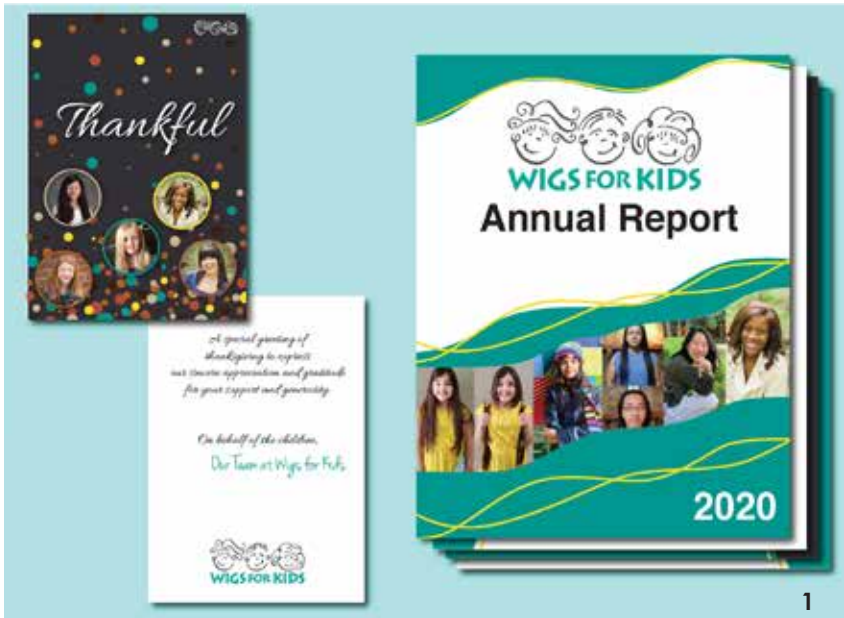
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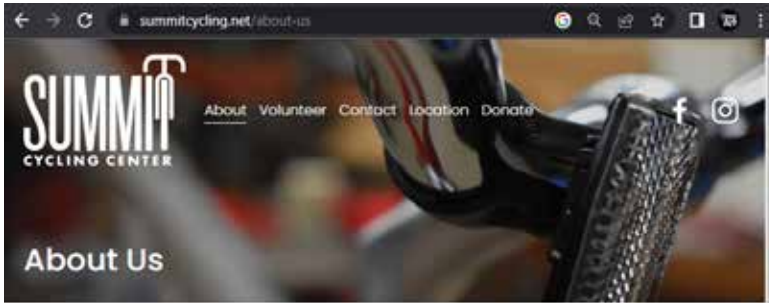


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### Wigs for Kids

Over the past few years I have had a rewarding relationship with the nonprofit Wigs for Kids where I provide for their miscellaneous graphic design and visual story telling needs through my freelancing business. From newsletter graphics and promotional posters to fundraising campaign branding and nearly everything in between!

- 1 2020 Thanksgiving Card and Annual Report
- 2 2021 Going the Extra Mile Campaign
- 3 2022 Mobile Salon Vinyl Wrap- Mock-Up
- 4 Mobile Salon Vinyl Wrap- at Event
- 5 Mobile Salon Vinyl Wrap- Side View



**Summit Cycling Center**

I serve on the board for the nonprofit Summit Cycling Center. As a part of my volunteering with them I created their website and established a more cohesive brand and imagery style.

- 1 Summit Cycling Center Website Rebuild and Promotional Photography



Our Mission

Our mission is to promote the use of bicycles and other human-powered vehicles as transportation alternatives. We provide affordably priced cycle goods and services. SCC

Our Partners

SCC is proud to partner with The Lebrón James Family Foundation, The City of Akron, The Ohio & Erie Canalway Coalition, and State Farm!

Our Location

Summit Cycling Center is located in the basement of the former O'Neil's Department Store building (Barley House) in the heart of Downtown Akron next to Lock 3. Park in

**One of A Kind Pets**

I worked as a part time employee during 2020 at One of A Kind Pets in their administrative offices creating informational and promotional materials and well as photographing the pets.

- 2 One of A Kind Pets Thank You Card

**Bullseye Creative**

During an internship the summer of 2015 I was tasked with developing a t-shirt design that was later printed and sold at the New York City Comic Con that year.

- 3 2015 New York City Comic Con T-Shirt Design



**The Groundhog Show**

This pop up art exhibition featuring over 100 pieces of art from over 50 local artists, is a passion project that my friend, Hope Hickman, and I have organized for the past two years.

- 4 The Groundhog Show Mask/Check-in Sign

