

LOGO SCHMOGO...

WHY DOES IT EVEN MATTER?!?!

A brief look at a logo design process
and why it's important.



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Some of the world's most memorable logos.

Logos are a critical aspect of business marketing. A logo anchors a company's brand and becomes the **single most visible manifestation** of the company within the target market. For this reason, a well-designed logo is an essential part of any company's overall marketing strategy.

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A QUALITY LOGO SAYS “PROFESSIONAL”

A logo is your potential customers and partners' first impression of your business.

A thoughtful and well designed logo shows that your business is:

- legitimate
- trustworthy
- credible

In contrast, a poor logo design does not inspire confidence and can damage a company's reputation by giving the impression that they are cheap, inexperienced or unprofessional.



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A VISUALLY APPEALING LOGO SELLS YOUR PRODUCT

Not only does a good logo design let everyone know you are a legitimate player, an effective logo communicates a great deal about your company or product. **Great logos drive sales and increase profit margins by building and promoting brand recognition and awareness.**

In addition to generating interest in your product or company, an eye-catching logo may be the reason that the buyer chose your company or product over your competitors'. This visual awareness, done correctly (and combined with a quality product), will translate into loyalty and continued sales.



LUXURIA

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AN EFFECTIVE LOGO DESIGN TELLS YOUR STORY

For most people logos immediately connect our minds to the business in question, without having to say anything else. A great logo has the ideal blend of color, style, and symbolism that reflects the ideals or purpose of your business.

A large, light green number '4' is centered on a dark green background. The number is semi-transparent, allowing the text to be seen through it.

**THERE ARE FOUR ESSENTIALS
TO A GOOD BUSINESS LOGO**

1

It must be appropriate to the business

2

It must be memorable

3

It must be relatively uncomplicated

4

The concept must be original

**THE FOUNDING TEAM
AT CALCANN HOLDINGS IN
ORANGE COUNTY, CA AGREES.**

They engaged the Hippo creative team early in the process of developing the brand for Roseanne Barr's new Orange County dispensary, "Roseanne's Joint."

"THANK YOU, HIPPO...

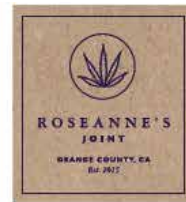
we had so much on our plate!

Your quick response times, creative talent and professionalism made an easy process of building this new brand for Roseanne!"

**Aaron Herzberg, Esq.
Partner/ General Counsel
CalCann Holdings, Inc.**

Below is a look at the process of building a logo.

After a brief exploratory meeting, the graphic designers came back with nearly 40 original logos to choose from. These were narrowed down to the top three. They were then presented to the celebrity, Roseanne Barr, for final selection. She loved one concept in particular...made a few minor changes, then tada! A logo is born.



The logos were narrowed down to three finalists.



And narrowed down again.



The final logo



The design team showed how the logo could be applied to various products







Let us help you take your brand to the next level.

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FOR THE INDUSTRY**

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