



Jenn Bible Design graphics : branding : web

Who: A design firm that specializes in branded environments both physical and digital. A place that can design for your business from concept to completion.

Design Description: This logo is created with my initials in order to gain the brand equity from my name (Jenn Bible) when I was working as a senior designer for Flying Colors. Since my colleagues and clients knew me by this name, I thought it best to build on that reputation. Additionally, I have a very traditional and eclectic style. I enjoy refurbishing what is old and making it new again, so I chose an oldstyle typeface and used it in a more modern sense to blend the old with the new which represents me well. The blue color I used represents the sky as in “the sky is the limit”, meaning that I can create anything. It is also the color of steel representing trustworthiness and strength, meaning that you can count on me. I chose the shape of the circle because I do not like sharp edges or a feeling of difficulty. I want clients to think of me as approachable and as their partner in the design process. The circle is a friendly shape to encompass my mark. This mark ends up being very simple and strong with an aesthetic appeal that is very representative of me and my values.