

5 winners of the **BusinessQ**

logo

contest

::: JUDGES :::

A:KDIA, INC.

STAND OUT ABOVE THE REST
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DAVE BLACKHURST

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Our judges rank the top five entrants to our logo contest. Winning companies received restaurant gift certificates for an office lunch.

1st Place



PHYTOBASE NUTRITIONALS, INC.

Orem

TYPE OF BUSINESS: Research-driven company that specializes in developing cutting-edge functional foods as well as nutritional and personal care products

YEARS IN OPERATION: 1

LOGO DESIGNER: Luke Dorny

WHAT IS THE STRATEGY BEHIND THE LOGO? The box around the leaf represents a controlled environment or a microscope slide. The leaf has one sharp corner to represent research and one round corner to represent nature. The shadow helps bring a weightless, non-obtrusive feel to the company's image. *Using lowercase letters also helps the corporate image remain friendly.* Colors are cheerful, yet still naturally occurring. The logo also has a feeling of confidence to portray quality and knowledge.

HOW HAS YOUR LOGO HELPED YOUR BUSINESS? Our logo is a symbol that provides consumers with instant and powerful brand recognition of Phytobase Nutritionals, its products, position in the industry, environment and corporate citizenship. Our logo has been very successful in fulfilling these objectives.

phytobase

A:KDIA, INC.:

Excellent! Would not change anything. Stands in a class all its own. Good use of typography, good balance. Common treatment using the first letters but implemented very well.

DAVE BLACKHURST:

This would have to be my winner. I like how the colors work together. The font is classic and works with the style of the logo. The only change I would suggest would be a smaller TM symbol.