

Research on Product name and logo

Possible Product Names;

- ◆ Rocking Horse Stables
- ◆ Rocking Horse's Stables
- ◆ Giddy' up Rocking Horses
- ◆ E'Ha Rocking Horses
- ◆ Ezi-Ride Rocking Horses
- ◆ Comfortable Ride Horses
- ◆ Dream Ride Horses
- ◆ My Stable Horses
- ◆ Giddy Up

Examples of logos used to create my own personal one



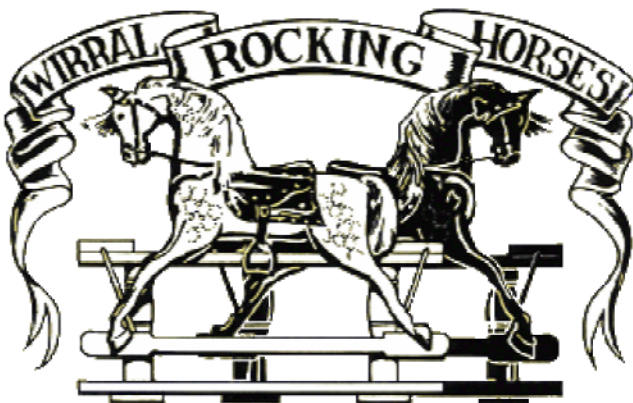
☺ Horses head has a friendly smile, reflecting customer experiences

⊗ The up-side-down writing is hard to recognise at a glance



☺ Company name presented clearly, and the use of the horse, helps the viewer understand what this business it related to

⊗ Black and white colours alone are boring



☺ Company name is clear, and stands out, and the use of example horses helps the view comprehend the company name with what they do

⊗ Lack of colour does not make it appealing to the eye



☺ Example of production is clear, with the company name and location present, and clear

⊗ Black and white graphic is no appealing to the eye, and may reflect companies work to a consumer

Experiments used to achieve final desired logo



☺ The advantages of this logo includes that it is very original, clearly identifies the company name, the pictured horse, recognises the name with the product

⊗ Considered to be very plain



☺ The logo is very clear, presented in a large font, and gives the viewer an instant recognition between the name and the product

⊗ The black and white presentation can be considered boring and old fashion, and the 'GU' can be read a Gu, which can be linked with an un-attractive substance



☺ This logo is clear, easy to read and straight to the point, which also incorporates the name with the product

⊗ The relatively straight line is considered normal, and nothing special, which may reflect customer's thoughts on the production of these horses'



☺ The white text on the black background makes your eyes focus on the text and pictures, therefore capturing the viewer's attention

⊗ The letter l, which is connected to the U, may confuse the viewer as it makes the ll look like a .l

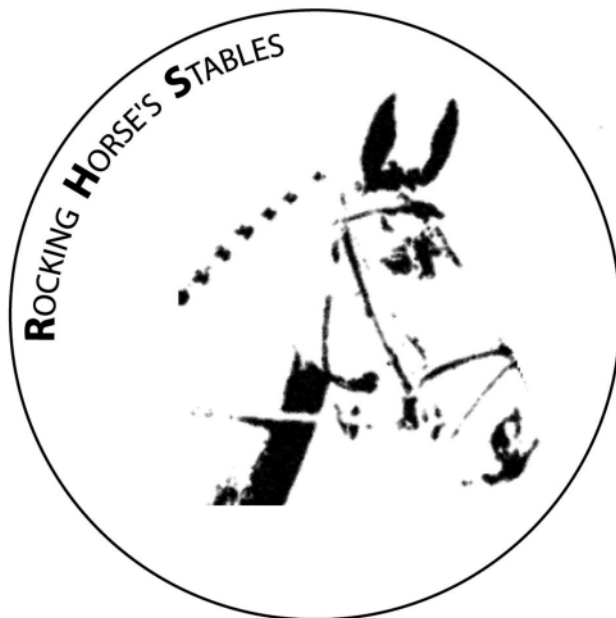


☺ The positives of this logo includes that it is original, free flowing, which is apparent with the use of the unfinished arc, clearly labelled i.e. represent who and what this logo is about

⊗ Some negative features of this logo includes its lack of colour, and the straight edges of the horse, may reflect a autocratic type of business whereby no custom made horses will be considered

☺ The advantages of this logo includes it is clear, easy to read and clarifies the product with the name

⊗ The U of Up looks like a J, which may confuse the viewer



☺ The positives of this logo are that it is clear, unique and captures an old fashion feel.

These are considered positives, as this will reflect to the customer that horses from this company a fine quality and unique

⊗ Negatives includes that the pictured horse is not very clear, and the lack of colour makes it less appealing to the eye



☺ The bold featured horse clearly identifies what this logo is in relation to and the irregular stance, identifies to customers that these products are special, and unique

⊗ The word Horse's can create confusion as when read at first may not make sense and detour the viewer's attention to mistakes rather than credits of a company



☺ The large smooth arc, positioned on top of the prancing horse, creates a feeling of a stress free environment whereby the horses are designed freely and production smooth

⊗ The word Horse's again may create confusion and the lack of colour maybe considered boring



☺ The text is large and clear, therefore reflecting the company and production methods, the irregular horse stance, creates a sense of freedom in the choice of horse on chooses. The use of an ellipse (...) tells the viewer that there is more to this company than just horses' but memories to be made and other toys to be purchased

⊗ The lack of colour maybe considered boring

Chosen Name & why

The name Rocking Horse Stables was chosen as it directly reflects the name of the company with the product it provides

Chosen Logo & why



This logo was chosen for a number of factors including

- 1) The smooth clean arc, representing the work of this company being one that creates a sense of freedom with a number of factors relating to ones individual horse
- 2) The prancing horse has been used in this case to once again represent freedom, in both the choice and features of each horse, and also the freedom one will feel when embracing a smooth, comfortable ride on their new horse
- 3) The use of an ellipse (....) in this logo has been used as it represents to the viewer that this company does not only provide horses, but other services too

4)The use of the word stable has been incorporated into this logo, as a stable generally is a warm safe place for a horse to rest in, hence reflecting the organisations emphasis' to create a safe warm environment for its customers within its workplace

N.B All the above pictured logos with Giddy Up and Rocking Horse's/ Horse stables were individually created after research and were presented using two programs

- 1) Adobe Photoshop
- 2) Adobe Illustrator