

FENG SHUI

LOGOS & BUSINESS CARDS

top 11* expert tips

Jan Cisek

Feng Shui Expert



FengShuiLogos.co.uk

EXPERT TIP 1.

Simple rules. Do the fundamental things well.

“Simplicity is the ultimate sophistication.” Leonardo da Vinci

Quality

Image precedes matter (ideas/thoughts/words before things).

A brand: a set of perceptions about a product / service / concept.

Brand – Optimise – Brand - Optimise.

Coherence. Sync everything. Vision Message Content Style Delivery

Drive internal alignment to improve brand clarity and consistency.

Convergent delivery of the brand’s essence.

Start a Brand Book.

EXPERT TIP 2.

Name and taglines. Should say immediately what you do or sell.

Be immediately transparent.

Verbalise your values and benefits with your taglines.

Position your taglines as discovery – statement - innovation.

“Discovering the Exceptional. Since 1889.” Bahlsen Biscuits – discovery

“Belong” Carling - discovery

“Trust” Boots - statement

“Chocoholics. Indulge yourself.” Whittard - statement

“Think different” Apple - innovation

“Beyond Petroleum” BP – innovation

Example:



EXPERT TIP 3.

Avoid negative images and associations

A well designed logo gives direction, faith, energy and meaning. It also adds value to your brand equity - invest in your logo if you are serious about your business.

Feng shui filters

- Vitality, Vibration, Resonance (overall chi level)
- Chi flow: curved lines, circles, focus, upward, free flowing (not stagnant),
- Yin & yang: harmony & balance
- Symbolic associations: faces, shapes, colours, metaphors, direction
- Five elements: water, tree, fire, earth, metal

Use a font that resonates with your brand, your values and business objectives (the font I used in designing my Feng Shui Logos logo is called Bliss which is actually very fractal - and it represents my passion for designing logos).

Logos always work in their context. Don't assess logos from just purely feng shui principles.


Example:

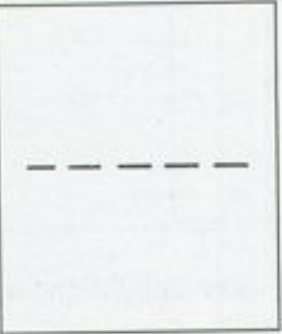


EXPERT TIP 4.

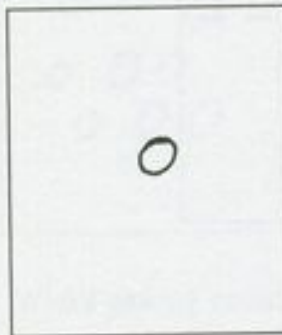
Learn graphology (in 3 min.)

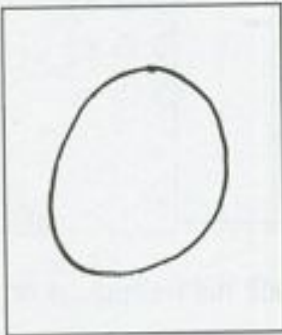
1. Who's moodier, *A* or *B*?

A. 

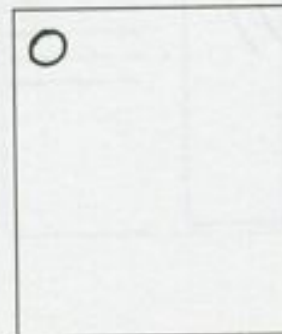
B. 

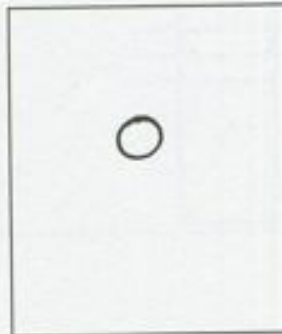
2. Who's more extroverted, *A* or *B*?

A. 

B. 

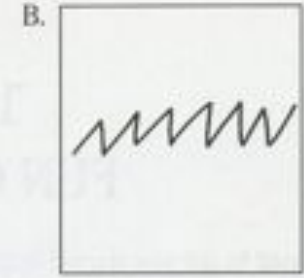
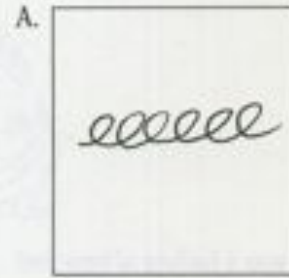
3. Who likes to be in the middle of everything, *A* or *B*?

A. 

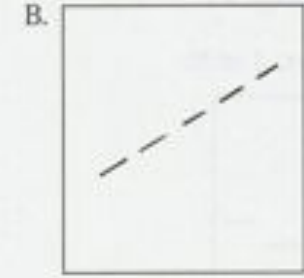
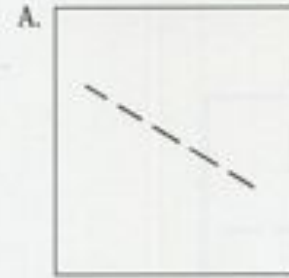
B. 

EXPERT TIP 4.
Learn graphology...

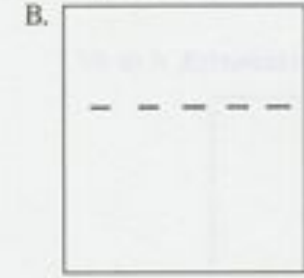
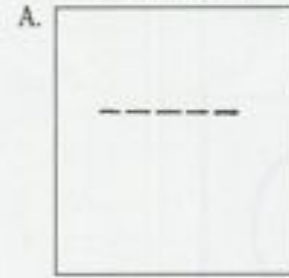
4. Who's feeling more aggressive, *A* or *B*?



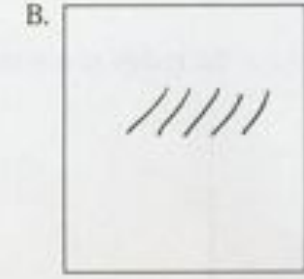
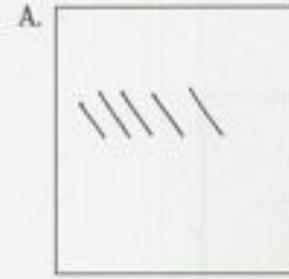
5. Who's feeling more depressed, *A* or *B*?



6. Who's feeling more uptight and narrow-minded, *A* or *B*?

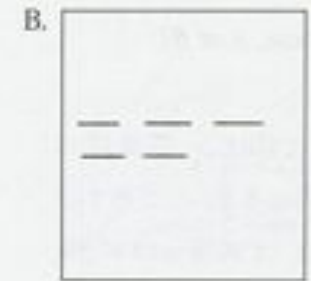
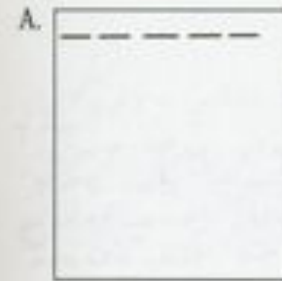


7. Who holds back his feelings, *A* or *B*?

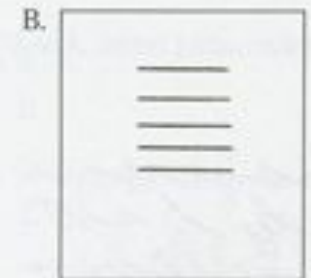
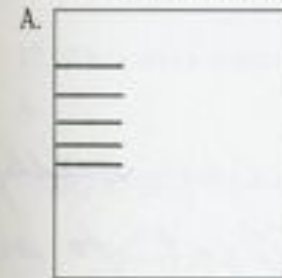


EXPERT TIP 4.
Learn graphology...

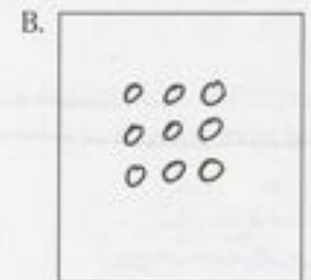
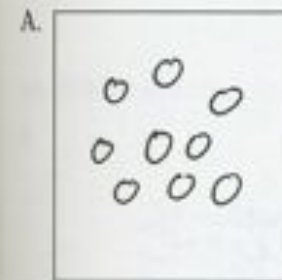
8. Who's feeling more economical, *A* or *B*?



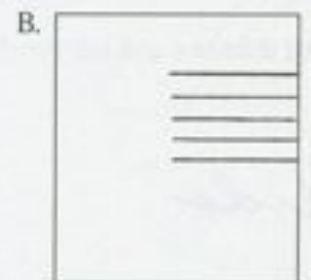
9. Who ventures out more, *A* or *B*?



10. Who's feeling more organized, *A* or *B*?



11. Who's writing about the future, *A* or *B*?



EXPERT TIP 4.
Learn graphology...

12. Who's Japanese, A or B?

A.

さらに ご希望に応じ、楊民法に
 無料で行いたく存じます。ご迷惑
 あるいはお電話にて ご回答のほど見

B.

probably get this way
 so I want to say,
 or 5 people here taking
 advantage all the people

13. Who is communicating better, A or B?

A.

Wow, I am really
 but I hate to sell
 for the wrong reason
 in the defense

B.

Wow! I am really
 but of late to sell
 has been very dig.

14. Who's feeling more active, A or B?

A.

active

B.

active

15. Who's feeling defensive and has something to hide, A or B?

A.

hide

B.

hide

EXPERT TIP 4.
Learn graphology...

16. Who's more reliable and predictable at this time, A or B?

A.

B.

whos more
reliable AND ?
PRE-dictable ?

whos more
reliable and
predictable ?

17. Who's more dishonest about money, A or B?

A.

B.

We agreed on:
\$ 765,498⁰⁰

We agreed on:
\$ 103,498⁰⁰

18. Which Mrs. Smith wants a divorce from Mr. Smith, A or B?

A.

B.

Sincerely,
Sally Smith

Sincerely,
Sally Smith

EXPERT TIP 4.
Learn graphology.

Extra Credit

19. Jack works for both Mr. A and Mr. B. Based on the way each wrote the name *Jack*, who is more likely to give him a raise?

Mr. A

Please have Jack come see me

Mr. B

Please have Jack come see me.

20. Which writer is a convicted killer, A or B?

Sample A

have nothing to loose be
and a world to win—

Sample B

seek new and better ways,
to challenge and to oppree,
where necessary, to make our

EXPERT TIP 5.

Colour

Enhance your logo with colours that are missing from the vibration of your company's name (use numerology to find out what colours are missing).

Colour – use it wisely, sparingly and strategically

Use five elements sequence to enhance your brand - use the colour or shape of the element to represent the category of your business.

Example:



Or use the control cycle, for example, if your business is communication you could use colour yellow/orange to control it (communication = blue) as Orange did with their square orange logo.

Use classical feng shui to calculate your auspicious image or colour.

EXPERT TIP 6.

When you are designing a brand new logo - start from a favicon level.

If it works on small scale (16x16 pix) it will work on larger one too. It's good if it works in black and white or as a tattoo so if reduced down small or photocopied it can still be recognisable.



EXPERT TIP 7.

Style. Clarity and consistency.

Images that don't get attention: generic/stock art, off-putting, cold, fake, too polished, boring, not related to content, look like advertisement

Animate and build on symbols, story, metaphors

Example:



Function follows form and form follows function
“Form follows feeling”

Example:



EXPERT TIP 8.

Ultimate branding. Smash your brand.



Name + logo

>

logo

>

no logo / imperceptible

Smashing your brand (test) - the brand is still recognisable without the logo by becoming imperceptible.

Example: A Coca-Cola bottle is still recognisable without the logo.

EXPERT TIP 9.

2009 Logo Design Trends. Learn from others



Psychedelic Pop Backgrounds



Origami



Arabesque



Tactile

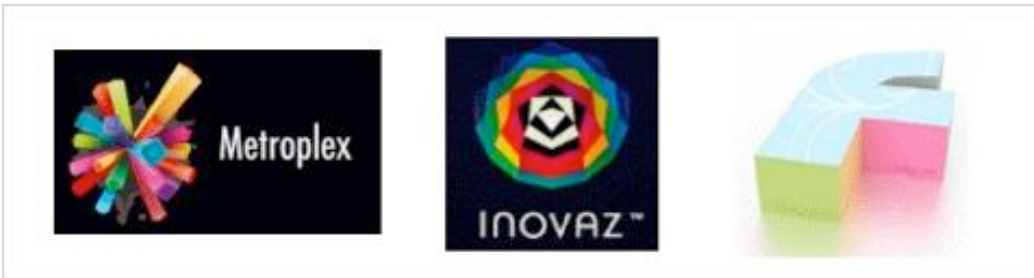
EXPERT TIP 9.
2009 Logo Design Trends...



Classic Modernism



Pictograms



80's Geometry

EXPERT TIP 9.

2009 Logo Design Trends...



Typographic Logos



Street Art



Puzzle Patterns

EXPERT TIP 10. Business cards

Credit card size
Use both sides
Landscape vs portrait



EXPERT TIP 11.

**If you can find a better way – use it (and let us know).
Otherwise if you are in doubt consult an expert.**



Thank you for your attention*.

*attention: one of the scarcest resources – the first goal of branding is to capture our attention

top 11* expert tips – why 11 is better than 10?
Irregular digits such as 9, 24, 45 attract our attention better than regular numbers such as 5, 10, 100. Notice how women's magazines always publicise 65 top tips for...

Jan Cisek

Feng Shui Expert



FengShuiLogos.co.uk