

Store Logos

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IN TODAY'S visually-motivated marketplace, your store logo has a big role to play: making a defining statement to the world about the character and personality of your business.

Your customers see it everywhere. From signage and billboards, to newspaper ads, to your website, it encapsulates and reflects your brand in a succinct and (hopefully) powerful way. Many times, it's your logo that will tell a potential customer whether your store is on the leading edge of jewelry, or whether it's outdated and out-of-touch. To comment on some of the industry's best logos, Instore recruited image expert Kim Kramer of Marketing Momentum, who has crafted visual campaigns for jewelers around the country. In addition, Kramer's innovative thank-you card technology, referral programs, and direct mail promotions have helped drive traffic to more than 60 different jewelers, designers and manufacturers.

So what makes a great logo? According to Kramer, "Logos are powerful symbols in our society, dating from the times when merchants would use a single image for their establishment, because their customers couldn't read, or spoke different languages. Today, a company's logo is still the first thing we look at — to see not only what they do, but to get a sense for how they do it."

No two jewelry stores are the same, and neither are their logos. In this month's "Benchmarks", we give you a chance to review some of the finest jewelers' logos in the country, recognize how each reflects the unique quality of its store, and decide whether it's time for your logo to receive an extreme makeover.

1. FOX FINE JEWELRY

Kramer: "The short name 'Fox' allows for an arresting representation of the diamond ring in icy blue; a symmetrical, eye-catching image. The diamond ring works well over the 'O,' and the double-meaning of the word 'brilliant' will make customers sit up and take notice. You can't misunderstand that this store is in the bridal and diamond ring business."

2. FLOYD & GREEN

Kramer: "Bold yet tasteful, the tagline and crown symbol hearken to tradition while the crisp look says this store exists fully in today's jewelry market. You don't hear the phrase 'crown jeweler' much these days and it imparts for me a real sense of regality and stability. The ampersand in gold is a gorgeous motif that brings the whole logo together nicely."

3. ROBBINS BROS.

Kramer: "Bold, fun and exciting with an energetic, confident banner look and inescapable tagline. Most logos have a tagline that is secondary. Here, the tag line is so compelling, I can't imagine anyone not shopping here for an engagement ring, or at least stopping in to see the 'World's Biggest Engagement Ring Store!'"

4. SONNY'S ON FILLMORE

Kramer: "A delicate, flowing logo that conveys a high-end elegance, cleverly working in a diamond ring motif. This beautiful script is not overdone and the logo gives me a sense of a gorgeous, tasteful store — but with a hint of fun in the way they've included the diamond ring."

5. I. GORMAN JEWELERS

Kramer: "Well-balanced, with an unusual but easy-to-read typeface, it features one of the best 'logo bugs' I've ever seen. The logo bug looks like both a diamond ring and a person celebrating. It's so simple and straightforward, yet extremely effective."

6. TAPPER'S

Kramer: "Daring and exotic, rich, thick and swashbuckling ... who knew the name of a jewelry store could look this interesting? The typeface is unique and it grabs the eye. I also like the tagline, as it says they've been around for a while

and you can trust them.”

7. MATT MEIS

Kramer: “Tasteful and fun, the ‘Charlie Brown’ squiggle is actually the owner's initials. By using ‘goldsmith’ instead of ‘jewelers’ in the logo, it conveys a sense that you're going to have a very special, custom-tailored and personal experience.”