



IDENTITY

CLIENT: Various
PROJECT: Logo Designs
TYPE: Project Examples
DATE: March 13th, 2007

EDMUND ZALOGA DESIGN

CLIENT: Allure Restaurant **PROJECT:** Logo Design **DATE:** August 22nd, 2003

Logo



We designed an identity for a restaurant located on the outskirts of Cleveland Ohio. It was designed to reflect the restaurant's modern interior and decor.

EDMUND ZALOGA DESIGN

CLIENT: Casa Brio Estate **PROJECT:** Logo Design **DATE:** March 12th, 2004

Logo



Casa Brio is a vacation house located on the island of Cozumel. I designed it's identity to feature the house's windows because they are a main feature that give it character and open views of the scenic caribbean coastline.

EDMUND ZALOGA DESIGN

CLIENT: Casa Nova Studios **PROJECT:** Logoseal Design **DATE:** May 20th, 2004

Logoseal



A logoseal design for a recording studio located in Brooklyn, New York. It represents the style & equipment used in their classic approach to music production.

EDMUND ZALOGA DESIGN

CLIENT: East End Outdoor **PROJECT:** Logo Design **DATE:** August 24th, 2004

Logo



Logo for an outdoor furniture & materials company in the east end of Long Island, New York. It was designed to resemble early Americana signage.

EDMUND ZALOGA DESIGN

CLIENT: Federal Pumps **PROJECT:** Trademark Design **DATE:** November 22nd, 2005

Trademark



Federal Pumps is one of America's oldest pump companies. They were established in 1927 and are still in full operation today. The challenge was to create an identity that symbolizes the company's history as well as the pumps they manufacture.

EDMUND ZALOGA DESIGN

CLIENT: Federal Pump Corporation **PROJECT:** Logo Design **DATE:** February 20th, 2007

Logo



In addition to the logo designed for the classic pump company branding, we also designed a retro logo, based on their main headquarters building. It represents the parent corporation which operates both the manufacturing and repair of their pumps.

EDMUND ZALOGA DESIGN

CLIENT: Kimberly Stillman **PROJECT:** Logo Design **DATE:** October 23rd, 2003

Logo



Kimberly Stillman is a New York City hat designer, who's line of hats are inspired by the Art Deco movement. I created a brand that literally signifies a hat label, stylized with typography that reflects the 1940's fashion movement.

EDMUND ZALOGA DESIGN

CLIENT: Haus Interactive **PROJECT:** Logo Design **DATE:** December 24th, 2005

Logo



A logo for a small but tenacious web development company located in New York City. Design included refinement of their existing identity to stand for functionality through simplicity.

EDMUND ZALOGA DESIGN

CLIENT: Maclean's Magazine **PROJECT:** Masthead Re-design **DATE:** August 30th, 2005

Masthead

MACLEAN'S

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The redesign of Canada's century old newsweekly magazine involved a look into the heart of Canadian history. I redesigned their latest nameplate with Paul Sahre, to include the Canadian national icon, the maple leaf, acting as a graphic apostrophe that changes issue to issue both in it's color and it's form. The concept is to show a visual progression in a weekly magazine by adding a natural object.

EDMUND ZALOGA DESIGN

CLIENT: Third Wave Films **PROJECT:** Logo Design **DATE:** June 16th, 2006

Logo



THIRD WAVE FILMS

A logo design solution for a New England based film studio, to be a timeless & symbolic graphic logo expressing the studio's historically significant maritime genre.