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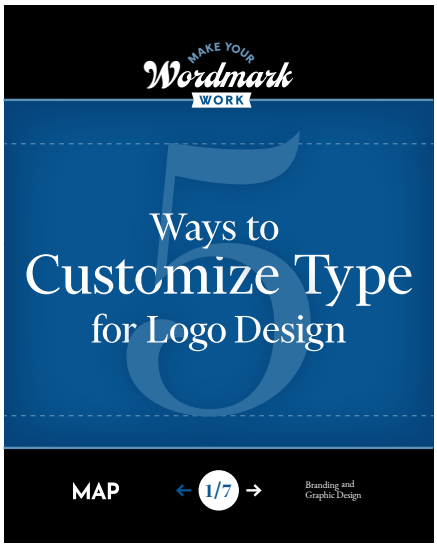
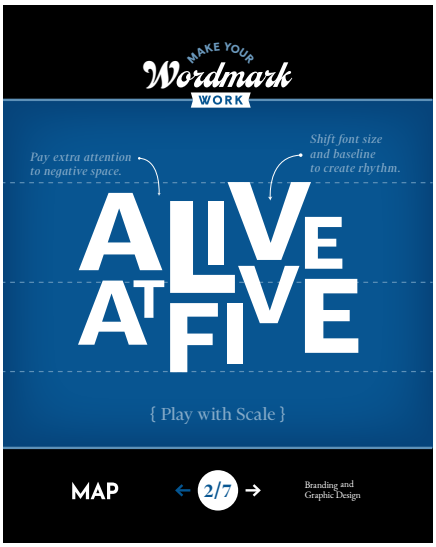
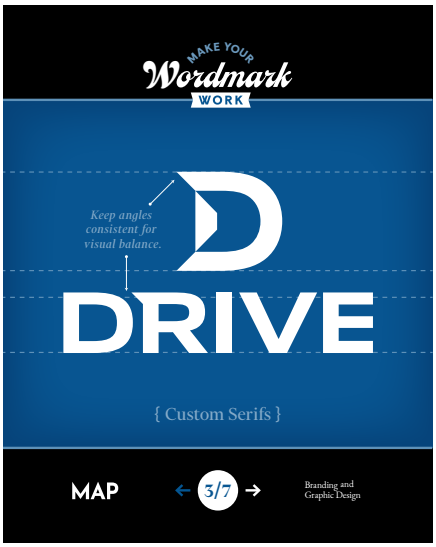
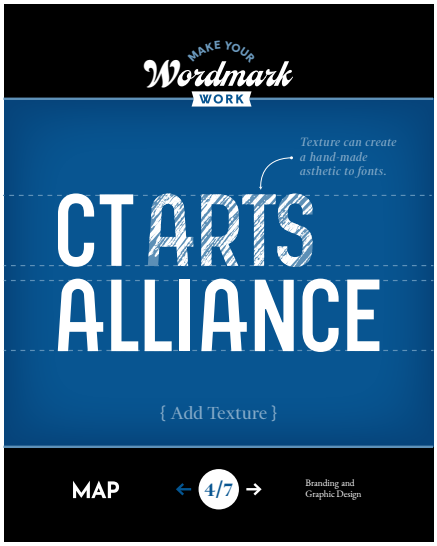
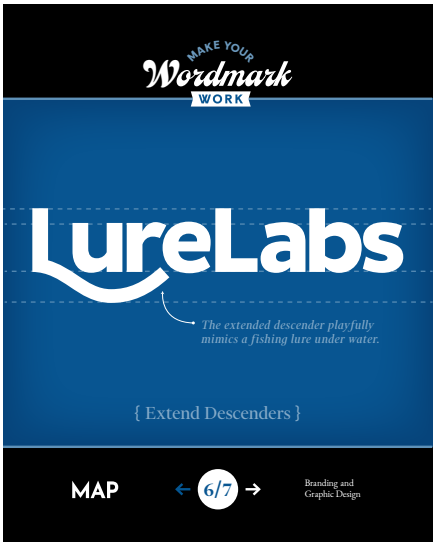
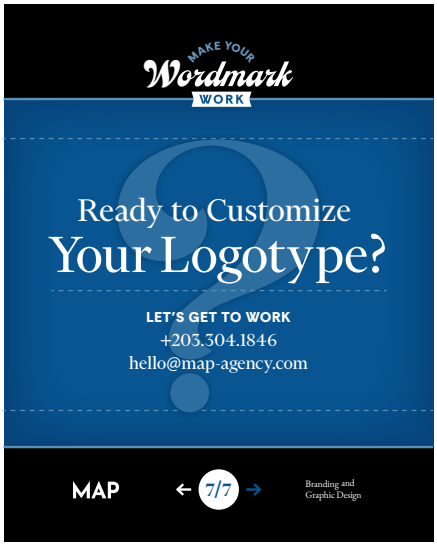




# LinkedIn Carousel Post #1: Copy

**Document Title**

## 5 Ways to Customize a Typeface for Logo Design

**Hashtags**

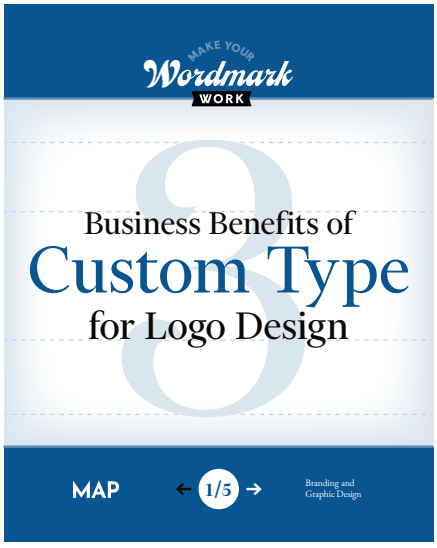
#Logodesign #Branding #Typography

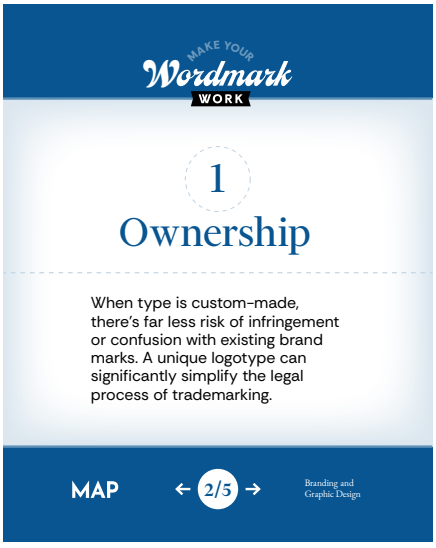
**Copy**

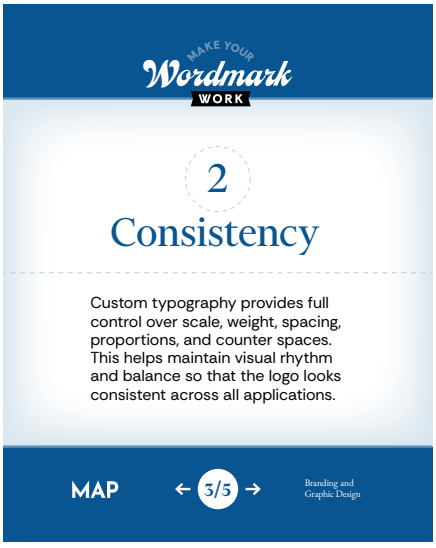
Logo need an upgrade? Customizing your logotype helps to define your brand's voice and connect with customers. Here's a few ways to make your wordmark work harder.

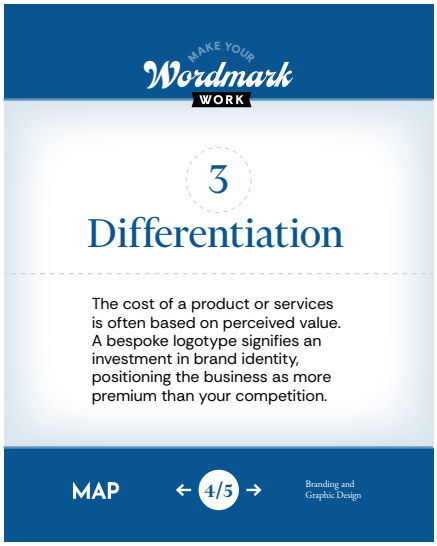
- **Play with Scale:** Variation in scale and proportion can make a logo stand out in a world of flat logos.
- **Custom Serifs:** Serifs can add movement, depth, and character to otherwise straightforward type.
- **Go Retro:** If handled with care, mimicking typefaces from early Americana can look fresh today.
- **Extended Characters:** Some of the most iconic and memorable brand marks have one unique focal point — a long crossbar, or extended ascender or descender —that separates it from the competition.
- **Ligatures:** Sometimes all it takes to create a bespoke logo is an unexpected joining of two nearby letterforms.
- **Add Texture:** Texture can add a hand-made element to a corporate design, just make sure that it can scale to small sizes.

# LinkedIn Carousel Post #2: Storyboard



# LinkedIn Carousel Post #2: Copy

**Document Title**

3 Business Benefits of
Custom Type for Logo Design

**Hashtags**

#Logodesign #Branding #Typography

**Copy**

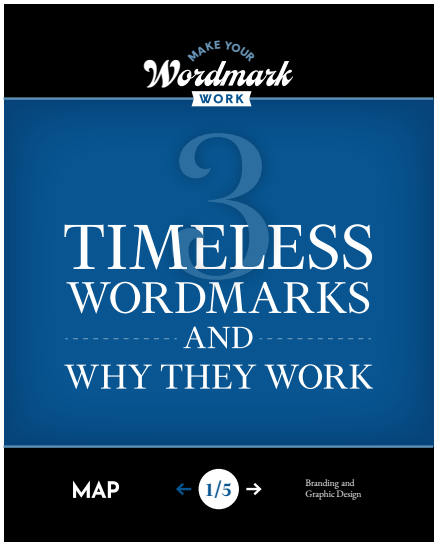
Creating a custom logotype offers distinct business advantages that go well beyond aesthetics. How? For starters, a bespoke wordmark can create an emotional connection with your audience — it's science. Here's three other reasons to consider investing in your brand's typography:

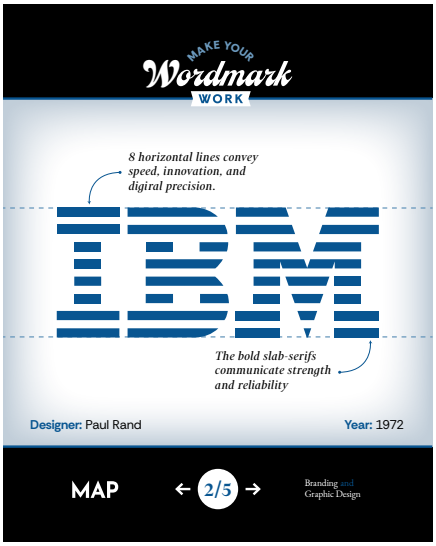
- **Ownership:** When type is custom-made, there's far less risk of infringement or confusion with existing brand marks. Take that, AI! A unique logotype can significantly simplify the legal process of trademarking.

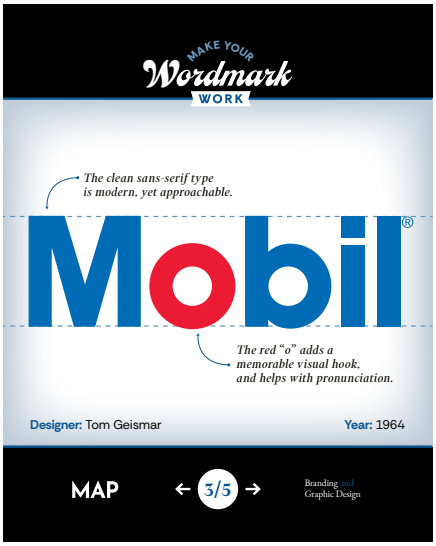
- **Consistency:** Custom typography provides full control over scale, weight, spacing, proportions, and counter spaces. Ever notice the negative space between letterforms? Logo designers, like us, pay extra attention to it. We work to maintain visual rhythm and balance, so that the logo looks consistent across print and digital applications.

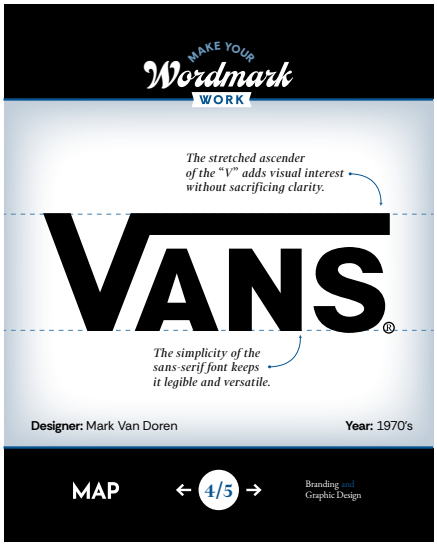
- **Differentiation:** The cost of a product or services is often based on perceived value. A bespoke logotype signifies an investment in brand identity, positioning the business as more premium, or having better quality products, than your competition.

# LinkedIn Carousel Post #3: Storyboard



# LinkedIn Carousel Post #3: Copy

**Document Title**

3 Timeless Wordmarks and Why They Work

**Hashtags**

#Logodesign #Branding #Typography

**Copy**

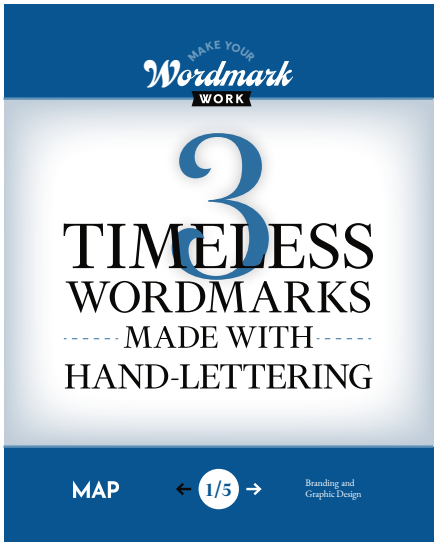
Ever wonder what makes a logo last over decades? The best have unique typography that speaks directly to their audience, and make an emotional connection. These three wordmarks represent a masterclass in simplicity, memorability, and brand storytelling. Let's break down why each one works so well:

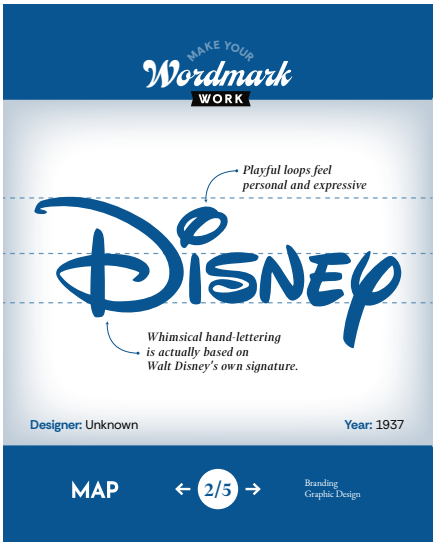
- **IBM:** The 8 horizontal bars convey speed, innovation, and digital precision — perfect for a tech giant like IBG. And, the bold slab-serif font communicates strength and reliability. It's instantly recognizable, even without color or context. The logo has remained unchanged for over 50 years, proving its timelessness. Designer: Paul Rand. Date: 1972.

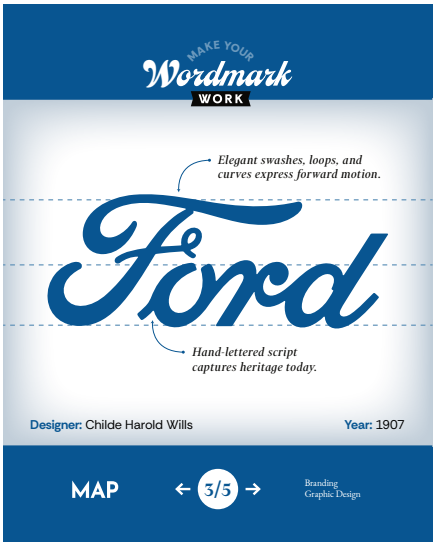
- **Mobil:** The clean sans-serif type is modern and approachable. The red "o" adds a subtle but memorable visual hook, but it also helps with pronunciation and brand recall. It's versatile across signage, packaging, and digital media. The logo reflects Bauhaus principles: form follows function.
  Designer: Tom Geismar. Date: 1964.

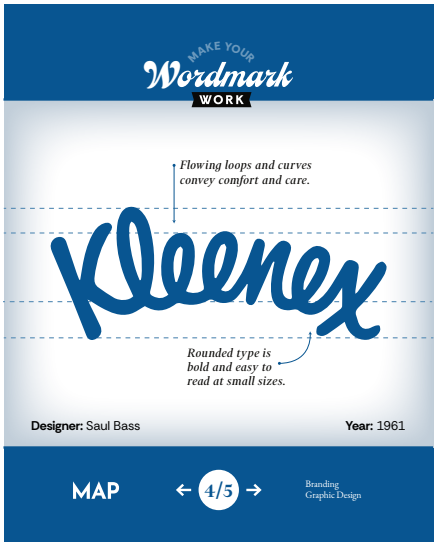
- **IBM:** Fun fact: The original logo was designed by 13 year old Mark Van Doren, as a stencil meant for skateboards. The simplicity of the sans-serif font keeps it legible and versatile across everything from shoes to stickers, while the stretched baseline of the "V" adds visual interest without sacrificing clarity.
  Designer: Mark Van Doren. Date: 1970's

# LinkedIn Carousel Post #4: Storyboard



# LinkedIn Carousel Post #4: Copy

**Document Title**

3 Timeless Wordmarks Made With Hand-Lettering

**Hashtags**

#Logodesign #Branding #Typography

**Copy**

The brand advantage of hand-lettering lies in expressive, custom-crafted typography that feels human. It can be warm and personal, or sharp and ewdgey. The most iconic examples help tell a brand story — where each stroke contributes to a visual identity that's not just seen, but felt. Here's 3 examples that have withstood the test of time.

- **Disney:** Disney's whimsical hand lettering is actually based on Walt Disney's own signature, making the playful loops feel personal and expressive. The typography is instantly recognizable, embodying the brand's promise of enchantment and wonder. It has been emotionally resonant across generations evoking a sense of imagination and nostalgia today. Designer: Unknown. Date: Introduced in 1937.

- **Ford:** The flowing, hand-lettered script, created by Childe Harold Wills, captures heritage and motion with elegant loops and confident curves. It's instantly recognizable and has remained largely unchanged since 1907, making it a lasting symbol of American automobile ingenuity. Designer: Childe Harold Wills. Date: 1907.

- **IBM:** Saul Bass designed Kleenex's friendly, hand-drawn script that feels both personal and iconic today. Its soft, flowing curves conveyed comfort and care — perfect for a brand that's often associated with emotional moments. The lettering has a natural rhythm, with subtle imperfections that added humanity and charm. Over 50 years later, it remains a benchmark in expressive typography and brand storytelling. Designer: Saul Bass. Date: 1961.