

# Your Property Management LLC Logo Design Project | 2014

We need a logo for an existing property management company that services a community near Lake Michigan in Harbor Country (<http://www.harborcountry.org>). The company is named "Your Property Management LLC" (YPM). YPM clients include a number of private homes and condo associations with lake frontage and other amenities including pools and tennis courts. The YPM office is itself located at the harbor. **The logo should have a sophisticated, nautical or beachfront feel and perhaps look slightly hip-vintage.** It should also be simple or "clean" enough that it would be able to be made into decals for the side of service vehicles and glass office door, put on sign for the office, logo wear, etc. The company is in the process of rebranding, however, the web address is <http://www.yourpropertymgmt.com> and the current tagline is "We make life easier". We are open to potential designers exploring different text for the logo (YPM & Your Property Management or just Your Property Management).

We like the idea of tying in something having to do with what customers are able to do with the extra time they have letting YPM manage their property; i.e. enjoying Lake Michigan sandy beaches and dunes. Perhaps a picture of a wave, Adirondack chair, sunset, etc. could be incorporated into the logo. Regardless, we like the idea of a vector-image that is easily scalable and not too busy.

The following are some "starter" logos that we were already provided and that may be used only to get some insight into our preferences and hopefully get us closer to a finished product! Thanks!!!

23-Apr: Here is a website with some fonts that we really like! <http://losttype.com> - a couple of the fonts we prefer are "Geared Slab" and "Mission Gothic" and "Mission Script" - we also liked this type of vintage logo and the possible idea of setting apart "YOUR" from PROPERTY MANAGEMENT



The 2 colors are nice. The outside circle looks a bit like a bicycle crank.

April 17 - We have received several designs similar to this one and if made to "bold" they tend to look too commercial.



Sort of like the vintage feel of this one and the "clean look". The tag line and wave style are not exactly right for YPM



Like the idea. Font could be more bold. Lacking a bit in style. The words are small. Not sure we like the YPM and written name

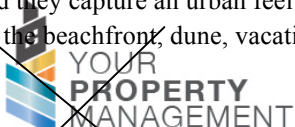


April 23 - a version from a DC designer similar to this is still our favorite. YPM is inside and YOUR PROPERTY MANAGEMENT on outside.



Somewhat like the wave idea in the teal "o" but is a bit difficult to see

April 17 - we have received several similar to his one and they capture an urban feel as opposed to the beachfront, dune, vacation feel.



Not sure about the font. Prefer a vector type image



Interesting. Not sure about the font. Also, maybe a bit too modern and urban. People come to Harbor Country in SWMI for the beach and country feel. Maybe some dune grass, etc. would be more appropriate.

The swirl underneath is a bit too feminine

