

Rationale Statement

Tower Hill Insurance Logo Redesign

Created by: White Owl Designs

White Owl Design team members all had similar approaches when beginning our logo redesign process for Tower Hill Insurance. We first began by analyzing the original logo, reading through the situation analysis, and thinking about Tower Hill's audience. Other areas we kept in the back of our head were ways the logo would be produced and scaled, and what their competitors' logos are. We noticed that most competitor logos are text based with some sort of image element, whether that be an actual image design, or a letter graphic design. Taking this into consideration, most of our sketches have an image graphic, as we feel audiences are able to better identify with an added image visual rather than just a generic text logo.

Overall as a team, we cohesively kept the tower visual image as part of our sketches and we agreed that it was a vital part to Tower Hill's mission and presence to their audience, especially since their slogan is "look to the tower". After meeting and discussing all of the sketch choices we decided that Alice's first logo choice was the strongest. We agreed that the white space was creatively used to display the outline and shadow of a tower. We also noted that although a tower was the intended image design, the graphic can resemble a house. With homeowners insurance being a top product for Tower Hill we decided it was fitting and the strongest visually. As such, the half circle background helps to provide depth to a flat image which showcases the underlining resemblance of a hill shape.

The colors chosen for the redesigned logo were taken from Tower Hill's current extended palette. Together we wanted to focus more on a blue color family, as blue has been known to have a calming affect on people when seen. Our final logo redesign image used Regal Blue as the background color and the Mine Shaft gray as the text color.

Choosing a font was probably the hardest for our team during the logo sketch process. Since half of our team members sketches were done on paper we worked with the 2 sketches that were created in Illustrator to decide on font choices. While the sketches had equally presented serif and sans serif font choices, together we decided that a serif font seemed more mature and trusting as many of the sans serif fonts we saw came across having a cartoon feel, which we decided did not fit with our overall vision. After many different permutations of our logo image and fonts, we decided on the serif font on Jen's third logo called Arapey. It has the most approachable feel while still being presented as professional. To add a bit of flare, and because Tower Hill does not seem "cookie cutter", we changed the horizontal line in the H to mimic a hill through a curved line. This provides a personalized, fun touch, which represents Tower Hill's personality as a company.

After viewing both our logo redesign and Tower Hill's current logo, White Owl Designs has decided as a team to use our new logo going forward during this project. The main reason being that the current logo is very busy, and extremely detailed, making it hard for resizing. Logos with a lot of detail can also be hard for audiences to identify and process. Tower Hill mentioned that in a survey they conducted, very few members of their target audience were able to recognize or identify Tower Hill as a top homeowners insurance provider. Therefore, our theory is that a new flatter, more versatile logo will appeal to their target audience better and be more noticeable and memorable.