

## OA DESIGNS SPECIALIZES IN:

- CORPORATE IDENTITY
- BUSINESS START UP
- LOGO DEVELOPMENT
- RE-BRANDING
- STATIONARY PACKAGES
- FLYER'S/BROCHURES
- PRESENTATION FOLDERS
- MAGAZINE/NEWSPAPER ADS.
- POSTERS/MENUS
- DIGITAL ADS.
- DECALS & LABELS
- BANNERS AND OUTDOOR SIGNS
- BRAND PACKAGING
- POP DISPLAYS
- DISPLAYS AND EVENT SIGNS
- OFFICE AND BUILDING SIGNS
- COMMERCIAL/FLEET VEHICLE WRAPS
- RACE-CAR WRAPS
- SLED/ATV/MOTORBIKE WRAPS
- SPORTS CLOTHING
- EVENT MARKETING & MERCHANDISE
- PROMOTIONAL PRODUCTS

## OA DESIGNS OVERVIEW

OCEANAIR DESIGN STUDIO WAS ESTABLISHED IN 2009 BY MIKE GERENCSEK. WITH OVER 20 YEARS OF EXPERIENCE IN THE PRINT AND DESIGN FIELD WORKING IN VARIOUS FACETS OF THE INDUSTRY FROM PRINT AND PRODUCTION TO DESIGN AND ART DIRECTION TO SALES AND BUSINESS START-UP PRIOR TO LAUNCHING OA DESIGNS.

SINCE HAVING WORKED IN SUCH A DIVERSE AREA OF THE BUSINESS OAD OFFERS ITS CLIENTS EXPERIENCE AND EXPERTISE UNLIKE ANY OTHER DESIGN FIRM. WITH KNOWLEDGE AND RELATIONSHIPS BUILT UP WITH VARIOUS TRADES THROUGHOUT THE CITY AND INDUSTRY OAD CAN PROVIDE A FULL AND COMPREHENSIVE PACKAGE TO ITS CLIENTS FROM BUSINESS CARDS TO BUILDING SIGNS TO VEHICLE WRAPS AND EVERYTHING IN BETWEEN.

PLEASE CONTACT US FOR YOUR DESIGN, PRINT, BRANDING, MARKETING AND OTHER COOL STUFF!



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## OCEANAIR DESIGNS RE-BRANDING GUIDE



PRINT  
DESIGN  
BRANDING  
MARKETING  
& OTHER COOL STUFF

## 5 Signs That It's Time to Update Your Logo Design

Your logo is an integral part of your business identity and should be a strong icon for your brand. As one of the most highly visible elements of marketing you need to make sure it is working hard to strengthen your image in the minds of your existing and potential customers.

Consider the following common issues and then take a long hard look at your current logo and ask yourself if it's a little weak.

### 1. Does Your Logo Design Stand Out from the Crowd?

Did you hire a logo designer to create a unique logo for your company, or did you grab a stock icon, add your company name and sit back with a self-congratulatory beer? While your hands-on approach and financial pragmatism is commendable, the bad news is that there are thousands of other companies who will have done the exact same thing with the exact same icon, and in a world where customers turn to search engines to find local businesses you can't afford to get lost in a swamp of similar logos. It's time to spend some money on a bespoke design that will be more memorable.

### 2. Is Your Logo Design out of Date?

Brand heritage is important to most brands, but that doesn't mean your logo should remain unchanged forever. Design norms change over time, and in order to stay relevant, your brand logo needs to adapt to those changing norms. That doesn't mean logos need to be updated to reflect every single design trend, but they do need to be refreshed every so often to keep them from looking outdated.

### 3. Does Your Logo Represent Your Brand?

What do you want people to say about your business? Is your brand built on trust, authority, a sense of fun or affordability? The colours, design and style of your logo should complement your overall business identity. Or maybe you have broadened or narrowed your service offering and your existing logo doesn't accurately represent what you do. As your business evolves you might need to consider updating your logo to keep it in line with the primary focus and tone of your brand.

### 4. Is Your Logo Being Crippled and Crushed?

All around the world, logos are falling victim to the bullying of various devices, displays and social media platforms. Old or badly designed logos created primarily for print or websites viewed on a desktop screen frequently appear squashed, blurry or even lose chunks entirely when shown on smartphones or tablets, not to mention when shared on social media. You should have horizontal, square and icon versions of your logo design available in a variety of different sizes to accommodate the dimensions of the most common places across the internet where your logo may be seen. Take a look at this article for a clear description of what makes a versatile and great logo design.

### 5. Logo? What logo?

Squirming awkwardly while you read this brochure, knowing that you don't have a logo to speak of? Or maybe your "logo" is nothing more than your company name in a bold font? These days a visual logo is crucial to branding online, and an online presence is crucial to overall success. Don't lose another customer to your lack of this most basic of marketing building blocks – let us design the proper logo and brand and give your business a boost.

## LOGO & FLEET RE-BRAND



## LOGO & STATIONARY RE-BRAND



## OLD LOGO

## NEW LOGO

