



LaunchIt Public Relations is a clever play on words that describes the company's core business: launching products and services. The name inspired this delightful logo, which evokes a paddleball game.

Client: **LaunchIt Public Relations**
San Diego, California, USA

Agency: **Koenig Creative**
San Diego, California

The Challenge

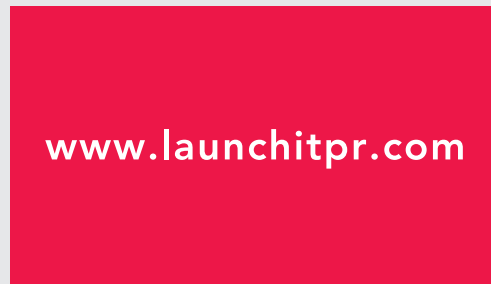
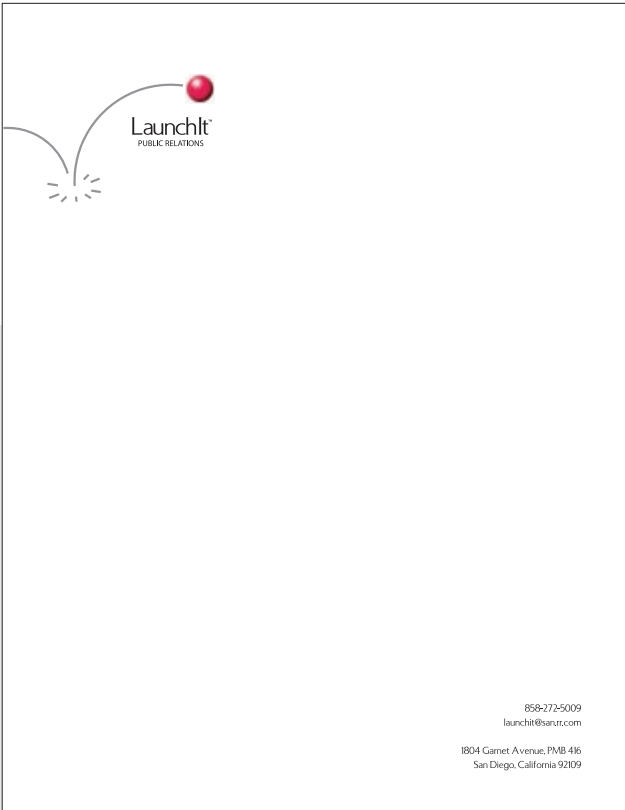
Public relations is an industry devoted to getting new and existing products and services into the public eye via the media. It is a business that rides on instant hit-or-miss communication. A small San Diego-based public relations firm, LaunchIt Public Relations, needed a brand image that addressed its mission: to launch its clients and their wares. Obviously, the company's name is a clever play on words. The firm's branding image had to capture the essence of the agency's playful name while maintaining complete professionalism and the degree of seriousness that appeals to its somewhat conservative client base. The public relations firm also wanted to apply a very limited budget, which required a brand image that could be replicated in two colors.

The Process

It was a rare moment. LaunchIt Public Relations loved the first design presentation! Motion lines and a bouncing red ball to capture of the emotion of action were coupled with the nostalgic vision of a paddleball game—a nearly universal icon that conveys both the client's name and mission.

The Result

The final brand image was applied to LaunchIt Public Relations' stationery and was given life through a clever animated version for its website. The firm has received numerous complements from both existing and prospective clients.



This action-packed identity bounces and leaps along the company's letterhead and business cards. When the website was designed, the logo was a natural candidate for animation.