



# ART TRUTHS

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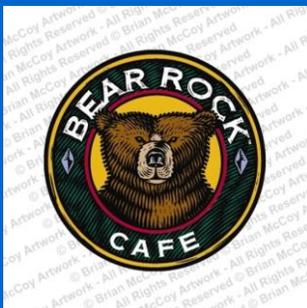
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*Brian shares some of his designs on his site and gives notes on what he was thinking when he created them.*

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## The lies they tell you...

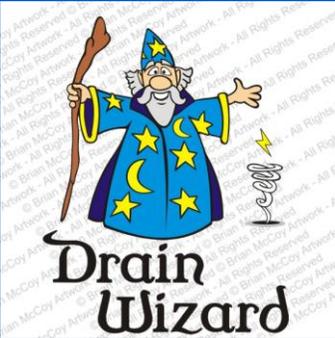
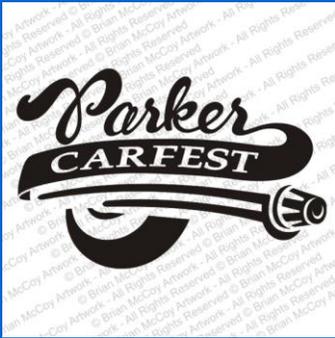
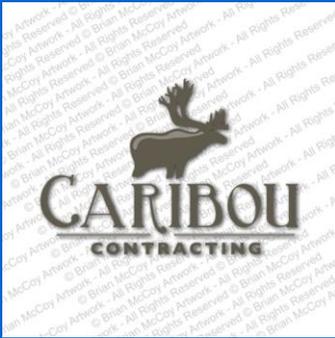
When we grow up as kids we are often asked, "what do you want to be when you grow up?" this question is meant to stir our imagination and help us see that we make the choice, or at least take a roll in the decision. Then as we get older we are shown people creating new businesses on TV through commercials or programs and as we drive down the streets of our own hometowns we see signs be put up identifying the location of a new business.

With all this suggestion and intellectual prodding one would assume if you create a new business you should decide how it looks and feels, but in most cases you don't. Many people hire designers, managers, architects and so on to help them create all that for them. What gets lost is what makes it special, and that is you. A great designer should be able to pick your brain for ideas and then create something that is yours. It is a challenge sometimes because some people are not creative or able to visualize, but it always should end up being exactly what you imagined it to be.

Many artists think they can decide better than you can what looks good. They will let you get a few words in but then they will step in and tell you how they envision it. If you choose something they don't like they will tell you it so expensive to do that, you drop it and take their much cheaper personal suggestion. This technique is called steering and it happens all the time in business. Just like the use of the slogan 'Have it your way at Burger King' and you get there and they have all these numbers on meals. What they want you to feel is intimidated to ask for a change and just choose one of their options. Of course they will do whatever you ask, but you would be surprised how many people would love them to substitute an item or add just a little more sauce but don't ask because they feel it would rock the boat.

Another thing that happens way to often is people with a little knowledge of a design program call themselves graphic artists and try to design logos for people. They don't mean any harm but they do plenty of it. Have you ever taken your logo to an Embroiderer just to be told it can't be stitched or to a printer and they can't blow it up because it was created for one size? These are the differences experts and novices. A real designer should ask you how you plan to use the logo and what it might make its way onto. Then they should provide you with copies of your logo in multiple formats and sizes. If the logo is going to be stitched they should know a local company that uses their work and give you those contacts. Most importantly if fixes or modifications are required because they did not make it as you requested those fixes should be free of charge.

## Who is Brian McCoy



Brian McCoy is a graphic artist with over 30 years of professional design experience. Born and raised in the Northwest Brian started out designing his own cartoons and then progressed to logos and advertising. Brian has also worked in marketing and sales helping clients find and successfully advertise and offer their services to the world.

For 10 years owning his own Design, Embroidery and screen printing business in Denver Colorado Brian worked on large and small advertising campaigns.

One of his major clients was a food products development company so Brian worked directly with packagers, handlers, and distributors on every phase of the product design and release cycle.

Creating the perfect logo for every customer is Brian's personal goal. As an avid art lover he dabbles in just about every medium and loves to be challenged to try something he has never done before.

His personality and skills help him take any client through a smooth transition and help them find the design best suited for their company and client target audience.

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## What a logo should do

A logo is how people see you and respect you. A logo should identify what you do or who you are. The golden arches don't say anything about food but that is all that comes to mind when you see them. Logos can be fun, or clever, or simple but if they do not work they are useless. If the customer does not remember your logo after seeing it you wasted your time. If it's going on garments or uniforms it should have strong easy to see lines so that it can be stitched. If plan on making invoices and packing slips think about if it works as a one color design as well. If you're selling a 50 cent cookie then having to pay 50 cents for the multi colored sticker you want on it is bad for profits.

