

Logo Design for Satguru Prem Auto Components Pvt. Ltd.

Satguru Prem Auto Components Pvt. Ltd. is a leading manufacturer and exporter of Sheet Metal & Fabricated Component, Assemblies, Jigs & Fixtures, Powder Coating and Job work of Buffing Sheet Metal Parts belonging to the Malik Group of Industries. They are located in Faridabad, near New Delhi, India and have been operating since the last 25 years.

Due to their recent foray into the international market, they needed a logo. Till date they had been using just their name but no identifiable symbol or mark.

The stakeholder at the client's end was the Commercial Director Ms. Manisha Malik and the Managing Director, Mr. Kuber Malik. Communication was directly with Manisha and Kuber was CC'd on all e-mails. They were both directly involved in all creative approvals - it is their company and they were deciding what they want their logo to look like - ideal situation.

After the advance payment, the creative brief was filled in and returned via e-mail. After studying the brief, I returned the e-mail with clarifications. The section where I ask for examples of logos and / or visuals that they like was empty and I needed the details.

When clients do not respond to that section, it is primarily because of two reasons:

1. They think you are going to copy those logos that they show you (this happens when the client does not know the design studio or the person they are working with - when it not a word-of-mouth or referral client) or
2. They do not know where to find logos that they might like.

With SPAC, it was the latter.

To fix this, I picked up some logos from my images folder, which varied in style and e-mailed them to the client. **The following were the logos that the client liked from the lot sent:**



The final SPAC logo designed and delivered is given below:



As is evident, there is no visible, visual connection between the logos picked out by the client and the final deliverable.

With the creative process - in this case logo design, it is unfortunately quite impossible for me to tell you what exactly it is that I do with the example / sample logos that a client picks out. At the same time, I cannot stress enough on how important this step is for the progression of a logo design engagement.