

***logan  
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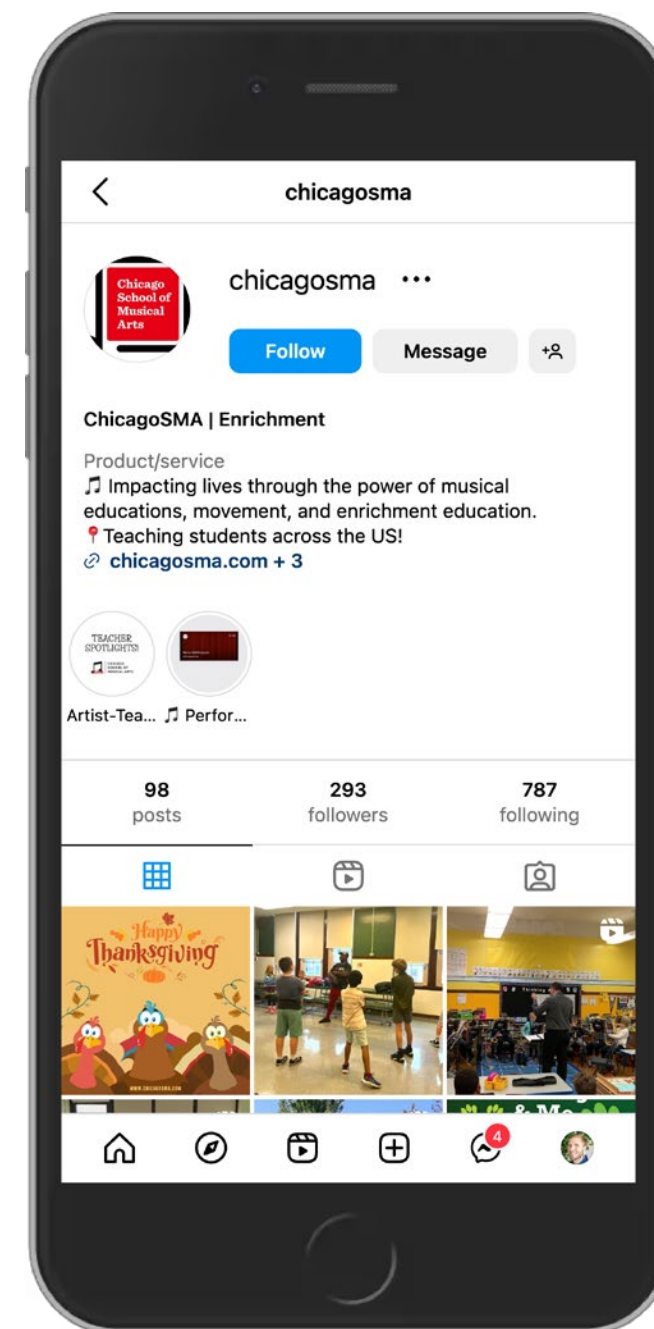
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## Brand Portfolio

This portfolio includes a selection of visual identity projects I have led. The materials chosen focus on client and public-facing deliverables rather than the many working documents used for audit and discovery, competitor analyses, iterative studies, and all other research and development.

# Re-brand: ChicagoSMA



**THE PROBLEM**  
A Chicago-based organization focused on extracurricular education and music classes needed an updated visual identity. As the team rolled out a consolidated name and reprioritization of their service offerings, they wanted their web presence, business collateral, and swag to reflect their increased scale and professionalism after successfully navigating the early years of a start-up.

*original logo in use on the company website and social media channels*

**THE PROPOSAL**  
The new identity built upon the original music note motif to retain existing brand equity and signal the ongoing commitment to musical education. An updated palette expanded upon their original single brand color to add fresh energy and visual interest, while the brand type families similarly expanded to include a full range of weights, with complementary serif and sans serif fonts for a friendly but refined feel.

*the updated visual system  
applied across business  
collateral and templates*



**Impacting lives  
through the power  
of musical arts  
education.**







### **IN PRACTICE**

The comprehensive range of logo treatments and a complementary graphic language balances dramatic energy with sophistication and warmth. Evoking trustworthiness and professionalism alongside an approachable tone, the system allows for an exciting application across merchandise as well as a fresh web presence.

*sample merchandise showcasing  
the range of potential applications*



# Re-brand: Crawfordsville District Public Library & Crawfordsville Museum of Montgomery County

## **THE PROBLEM**

A public library and local history museum wanted to rebrand in conjunction with launching new websites. While the museum functioned within the library's organizational structure but was housed in a separate building and had its own unique functions, the identities needed to feel complementary but distinct. Although the two institutions serve different audiences and provide different services, it was important that the new system communicate the refinement of their beautiful architecture, community, and mission.

*the library and museum architecture communicated authority while the iconic windows fill the space with light*







complementary identities incorporating shared type and color palettes



## THE PROPOSAL

As library leadership hoped to step away from the literal depiction of a book without losing sight of its function, the new logo focused on a slightly abstract brandmark evocative of turning pages. Grounding the museum's logo on its iconic arched windows, on the other hand, the museum's identity reflects its focus on children's programming through a colorful tile-like treatment. Friendly and community-focused while also contemporary and confident, the updated system communicates the joy and wonder fitting for institutions committed to learning.

### IN PRACTICE

In addition to deploying the updated identities across the new websites, I conducted staff trainings and provided documentation of best practices for future implementation. This ensured that the brands would be easily applied after design responsibilities were shifted to busy team members, while empowering them to be great brand stewards. Along with a more streamlined use of imagery and space in both digital and print collateral such as newsletters and wayfinding, the updated look and feel brought the visual presence for both the library and museum into alignment with their values.

*sample merchandise showcasing  
the range of potential applications*





# Re-brand: Polk Bros Racing Equipment



## THE PROBLEM

A racing equipment start-up needed a new visual identity to replace the temporary logo that had gotten them off the ground. As part of an ecosystem of related business initiatives — from e-commerce and parts sales to driver sponsorship — the new brand needed to stand out from competitors in the equipment sales space as well as within the busy visual context of signature driver logos and other sponsors.

*original logo on a sponsored car, image  
courtesy MyIntyre Photography*



## THE PROPOSAL

Incorporating the peregrine falcon as an iconic animal to complement graphic elements more familiar to racing — like the checkered flag — the new identity differentiates the brand with a dynamic and flexible system. As the company leadership wanted to clearly signal their patriotism in alignment with the audience they serve — without simply mirroring the American flag — I selected an electric palette partnered with energetic type and dramatic supporting secondary graphics.

*updated logo suite created as  
part of the revised system*







### **IN PRACTICE**

Given the community-focused nature of this specific type of racing, I designed with a range of merchandise and marketing applications in mind — which spanned the small scale of business cards and polo shirt embroidery to billboards, feather flags, and large format car wraps. The new identity balances the edginess inherent in the speed and dynamics of the industry balanced with the professionalism of the team and drivers it represents. Working seamlessly in an e-commerce and showroom setting as well as at the racetrack, the brand embodies the pride and authenticity of a company that lives and breathes its sport.

*sample merchandise showcasing  
the range of potential applications*



# New Brand: TrustEngine

**THE PROBLEM**

The new branch of a digital marketing agency needed branding that was able to boldly and confidently stand alone as well as side-by-side with the parent company. It was important that the identity felt both trustworthy and dynamic, contemporary and full of energy.

*brand elements created as  
part of the new visual identity*

trust  
engine

Collaborative  
Trusted  
Driven

Capacity  
Vetted  
Commitment

Expertise  
Experience  
Ingenuity

Movement  
Speed  
Creative

Brick red  
#e62d27  
H: 11°  
S: 82%  
B: 90%

Pure white  
#ffffff  
H: 0°  
S: 0%  
B: 100%

Bright gray  
#c1c1c1  
H: 35°  
S: 0%  
B: 75%

Gold  
#f7bc13  
H: 15°  
S: 27%  
B: 56%

Muted dark blue  
#293858  
H: 200°  
S: 45%  
B: 31%

1909DIGITAL  
1909DIGITAL

trust  
engine



### **THE PROPOSAL**

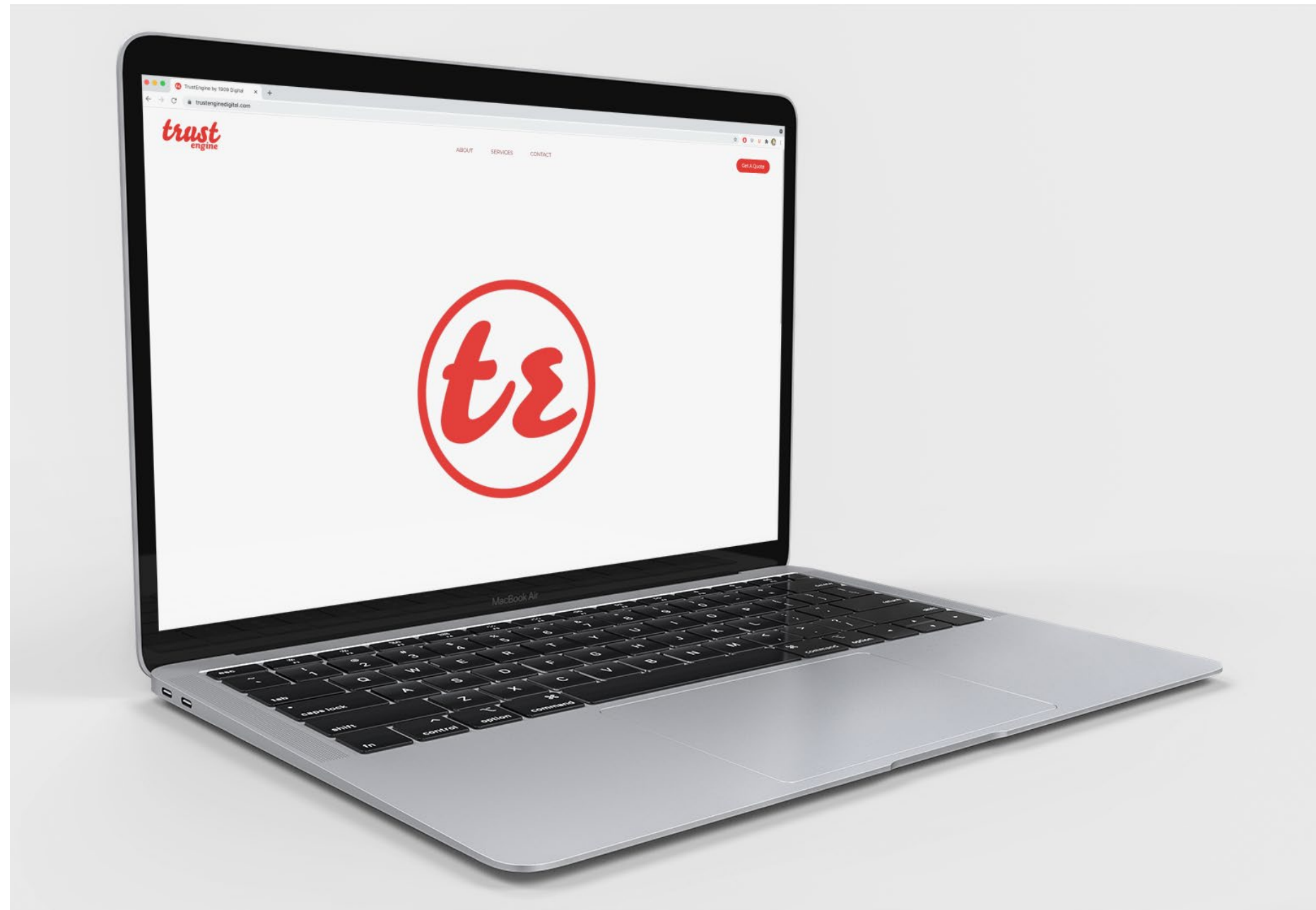
Combining the warmth of a brush script with the authority of a geometric sans serif, I developed a visual system built on movement and strong shapes. The primary red complemented the existing gold and navy but did not rely on them to be effectively used. Generous white space and strong contrast were primary qualities for look and feel.

*marketing collateral with the  
new visual identity applied*



**IN PRACTICE**  
In addition to the core brand package including an original logo suite, brand colors, and official typefaces, I created motion graphics for the company launch and additional marketing collateral.

*motion graphics developed for website and social media to introduce the new business*



*Hello.*

Think of our network as a *team*—

*handpicked* for you.

a *collaborative* brain trust —

[www.trustengi](http://www.trustengi)

# Re-brand: Mike Bensi



## **THE PROBLEM**

As a local business leader in Indianapolis, Mike wanted a brand presence that he could proudly use to promote his services through email, social media, and the Bensi & Company website, propelling the business forward as a top competitor in the leadership consultant industry.

*image courtesy Bensi & Company*



## THE PROPOSAL

After determining target clients and primary stakeholders to whom the new identity would need to appeal, I developed a logo suite, color palette, brand typefaces, and overall look and feel to present Bensi & Company as sincere and dynamic. Designed for easy implementation by a small team, the new brand differentiates Bensi & Company and allows the business to compete with other industry leaders — highly sought after authors, keynote speakers, and executive business coaches.

*business cards, website, and social media templates demonstrating the new visual identity,*



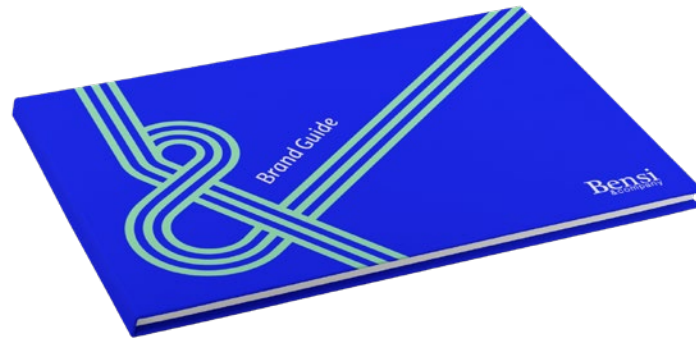
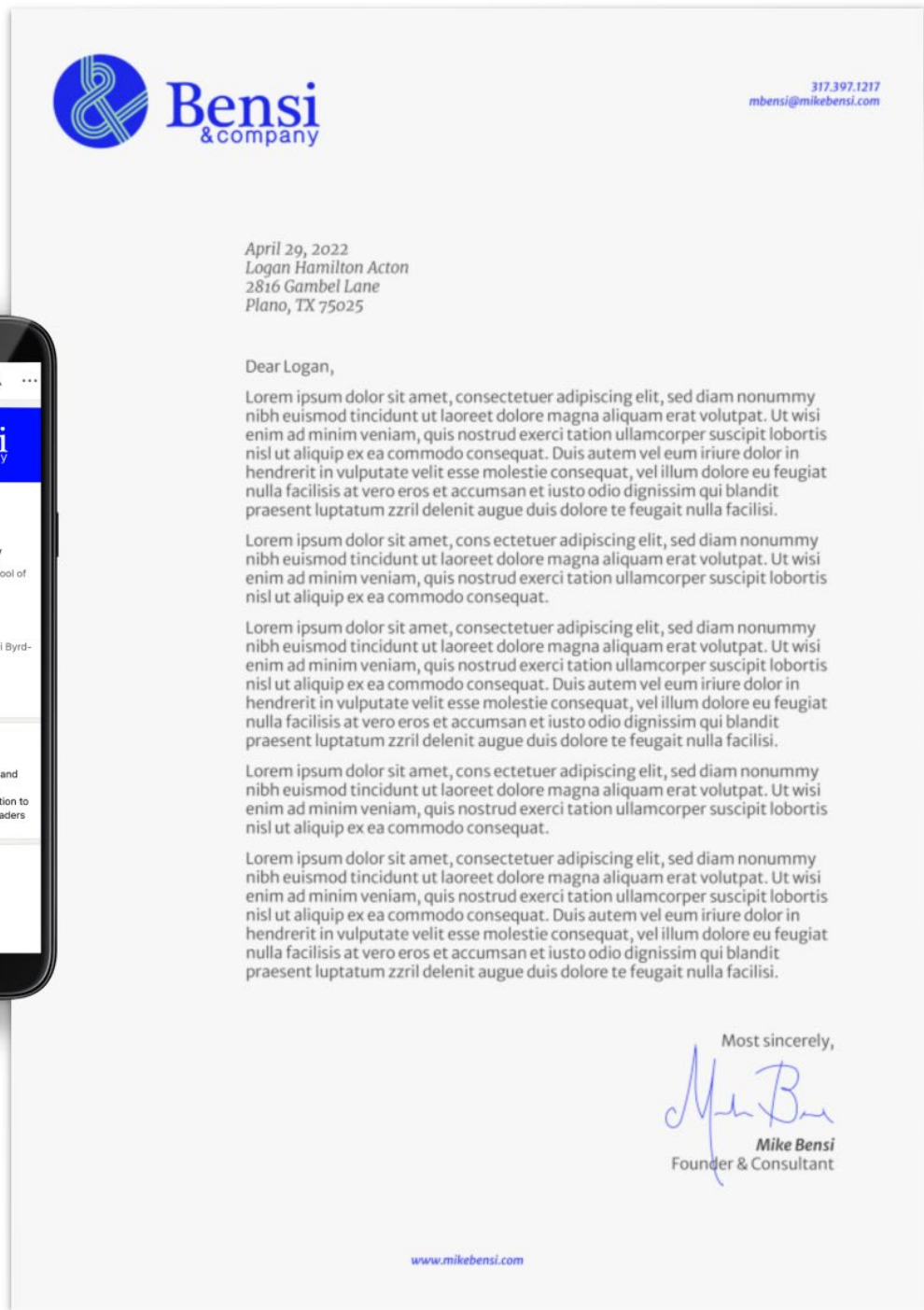
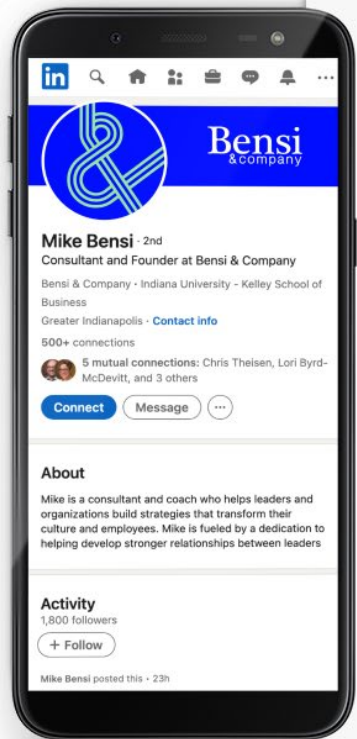
**Bensi & Company** solve complex problems with care and empathy, empowering you to make real change in your workplace.

People are complex.

**Leading them doesn't have to be.**

“My goal is to ensure everyone **feels cared for** throughout the process. When your team **feels safe**, they're more comfortable coming out of their shell.”

—Mike Bensi



## IN PRACTICE

Striking a balance between a confident voice and the outgoing positivity so clear in Mike's personal energy, the new identity embodies a fresh and future-oriented vision. Through a well-documented brand book that demonstrates potential visual tactics as well as thorough context for the brand development, Mike is empowered as he continues to evolve and implement his brand across a wide range of digital and print channels.

*the visual system applied across business collateral and documented in a comprehensive brand book*



