CorelDRAW the logical choice for Logique Communications Inc.

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Cameron Murphy
Director and Founder
Logique Communications

Cameron Murphy is Account Director and founder of Logique Communications, a Toronto-based marketing and communications firm. Logique offers a wide range of services in strategic marketing, corporate identity, web design, online advertising, packaging, print and much more. Cameron likes to get things done quickly and easily, so he created the company logo, along with all other corporate marketing materials, in CorelDRAW. "I've used CorelDRAW since 1991, and it has saved me countless hours over the years. It's that powerful and easy to use."

Logique Communications was founded in the summer of 2004 and has a full-time staff of four people. The company regularly hires a number of freelancing designers, IT specialists and project managers for each project. This structure allows the company to take on projects of all sizes, while maintaining low overhead costs.

"I have a list of great people I've worked with before, and when a new project comes up I know pretty much right away who's the best person for the job," says Cameron from his office in Toronto.

Cameron Murphy has a business degree and his main focus today is to manage the company and develop new customers, but he certainly knows his way around graphic design applications as well.

"The Logique logo was designed in DRAW and we have receive a lot of praise for it", he says." In fact, I have an entire wall of products I designed in CorelDRAW a few years ago," he says. "The Compact ID Case, for instance, is essentially a very slim wallet that can hold a few credit cards and a money clip. It's perfect for when you're going out and don't want a bulky wallet to weigh down your jacket.

"I designed it to spec in CorelDRAW and sent the file to a manufacturing plant in India. One of the main benefits of using CorelDRAW is that the application is extremely precise. The first samples I received from India were perfect. It turned out to be a very seamless process, and I give CorelDRAW much of the credit."

In the fall of 2004, Logique Communications was approached by Alpha Health and Wellness, a personal training company in Burlington, Ontario. The company's owner wanted to expand its core fitness offerings to a more holistic approach, including "balance-of-life" and "life coach" services. He asked Cameron Murphy and Logique Communications to help him update their logo, business cards and other marketing collateral.

"We developed a creative brief that reflected the new direction for the company," says Cameron. "With the help of designer Avinash Birambole, our team here at Logique Communications presented four different logo designs to the client – all designed in CorelDRAW".

One of the logos in the initial creative brief was a triangular, spiral-shaped symbol that was designed to convey the sense of a positive flow of energy. This shape was the basis for the 'A's in the word ALPHA. The designer picked Bauhaus, a rounded, sans-serif font for the remaining letters "LPH". Once the shape and the letters were roughly in place, Avinash finalized the logo by converting the letters "LPH" to curves, and adjusted the Bezier curve handles on all objects to better match each other.

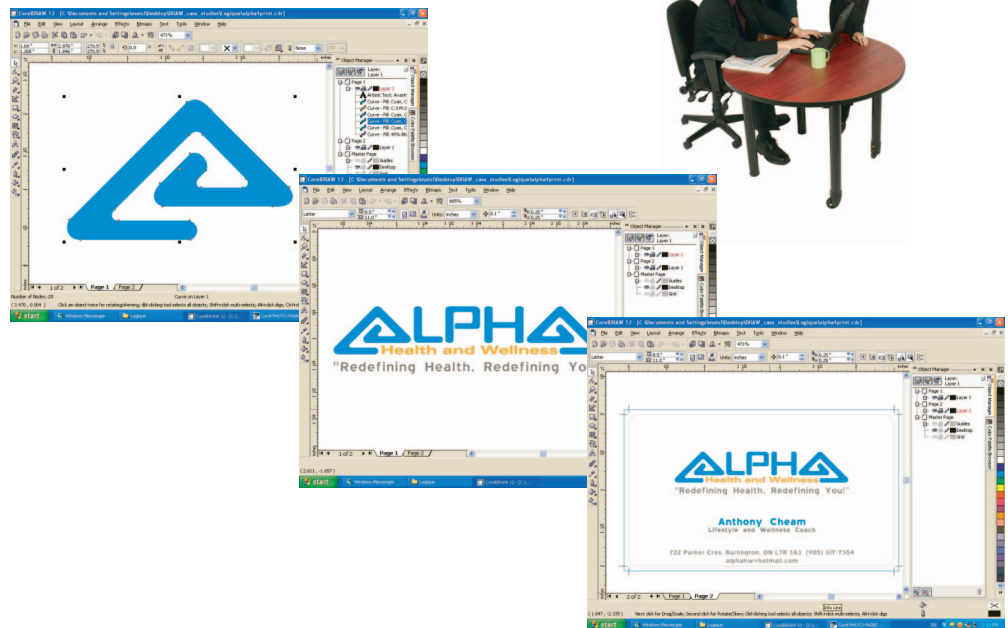CorelDRAW makes it easy to select one or more nodes on a curve and simply drag them to a new position.

The application is friendly enough to provide an instant preview of what the new shape will look like, taking much of the guesswork out of the workflow. It only required a few keystrokes and mouse-clicks to create a copy of the newly designed 'A', flip it horizontally and position it at the other end of the word to display a visually pleasing symmetry.

"It took about four or five revisions over the course of about a month before we agreed on the final design," says Cameron Murphy.

Unlike many other graphics applications, CorelDRAW allows the designer to use the same tool to do many different tasks. The tip of the cursor changes on the fly to indicate whether you're about to move a node, drag a curve or adjust a handle. This intuitive feature saves a lot of time and money for professional designers everywhere. There is no need to go to the toolbox all the time for common tasks.

Another key benefit of CorelDRAW is its extensive and flexible file sharing capabilities. The designers at Logique can easily export files as simple PDF documents, which can be sent to clients for approval. As for professional print jobs, CorelDRAW offers plenty of options.

Says Cameron Murphy: "For most of our print jobs I simply send the native CorelDRAW file to the printer. I can embed ICC color profiles directly into the file, and have yet to experience any problems with fonts or colors. If the printer prefers another file format, I can always convert the file to EPS, pre-press ready PDF or any of the other dozens of export formats included straight out of the box. CorelDRAW can handle anything I throw at it and it makes us all look very good."