

Client Case Study

Branding

Hanna Electric

Clint Hanna had been working in the electrical field for almost 20 years before branching out to create Hanna Electric in 2001. As a new company looking for a budget friendly logo, he came to Clay Pot Creative to build his brand. For over a decade that logo from a young Fort Collins graphic design firm helped Hanna Electric establish itself as a leader in the community.

Clay Pot Creative reached out to Hanna Electric in 2014 to see if we could refresh and modernize their logo, leveraging the elements of the design we created nearly 15 years prior. One mockup was all it took to convince Clint to move ahead with the logo rebrand.

Our goal was to increase brand recognition through intense stylization and color. Angles were integrated throughout the illustration, creating a strikingly simple design suggestive of electricity. A more aggressive color palette was also employed, giving the logo an added visual punch helpful for its use on the company vans, jackets and hard hats you see throughout Fort Collins.



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