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✱

LOGO DIRECTION

IMG ESCAPE PHOTOGRAPHY



PRIMARY OPTIONS

Keep in mind, when all is said and done — you can choose to use any of the logo variations you wish as your primary logo. I provide a ton of variations, so you'll have plenty of variety and sizes!



LOGO VARIATIONS



capturing life and love

IMG ESCAPE

PHOTOGRAPHY



IMG ESCAPE PHOTOGRAPHY

an archive of your love



img escape photography

CAPTURING LIFE AND LOVE



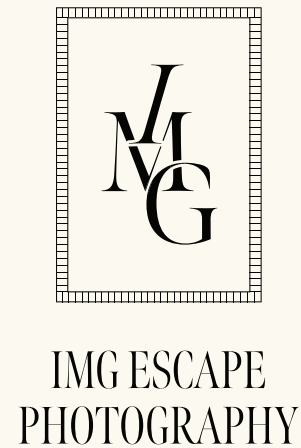
capturing life and love

IMG ESCAPE

PHOTOGRAPHY

VARIATIONS CONT.

I'm providing lots of variations here so you can see what different logo marks look like, and see all of the different variations your logo could have, depending on which type option you choose.



TYPE DIRECTION

With both of these heading types, and body types, you will have access to a variety of stroke weights. This means that both of these fonts can be thinner and thicker at various weights, and italicized. Different varieties of these type options will most likely be used throughout your website.

an archive of your love

IMG ESCAPE PHOTOGRAPHY

img escape photography

CAPTURING LIFE AND LOVE

CAPTURING LIFE AND LOVE

Do to be agreeable conveying oh assurance. Wicket longer admire do fruity vanity itself do in it. Preferred to sportsmen it engrossed listening. Park gate sell they west hard for the. Abode stuff noisy manor blush yet the far. Up colonel so between removed so do. Years use place decay penny worth drift age.

an archive of your love

IMG ESCAPE PHOTOGRAPHY

img escape photography

CAPTURING LIFE AND LOVE

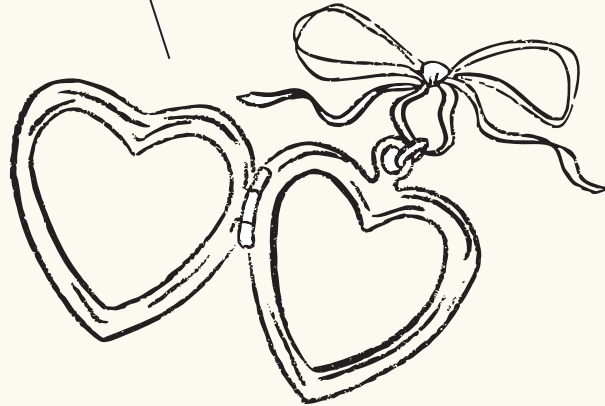
CAPTURING LIFE AND LOVE

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LOGO ICONS

Here are two options for your logo icon. Which do you like the most? If you don't love either of them, let me know why, and what you would like instead – or send some inspiration. I can draw up more options!

Option one is a heart locket, tied with a bow on the loop. I did this one in a more hand-drawn texture, but can be done in a cleaner way, like the swans. I think the asymmetry of both icons complement your logo options nicely.



Option two is the double swans. I did this one in a cleaner illustration style, but line texture can also be changed here! Both options evoke the feeling that two parts have become one.

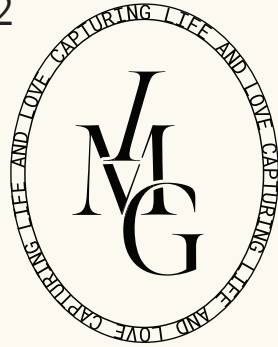
LOGO MARKS

A lot of options here for your logo mark, but I had so many ideas! You'll see a few of these featured throughout your logo designs here, but please choose one that is your absolute favorite, and we'll go with that one for all of your designs going forward!

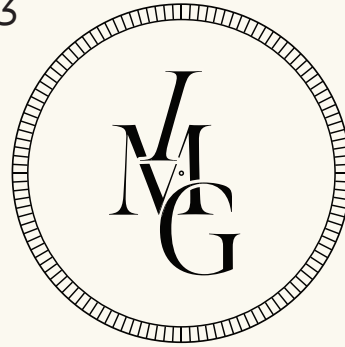
1



2



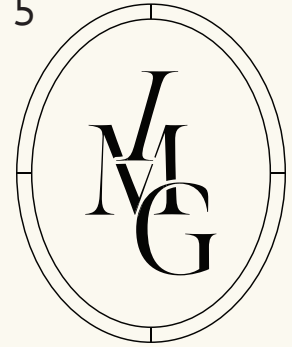
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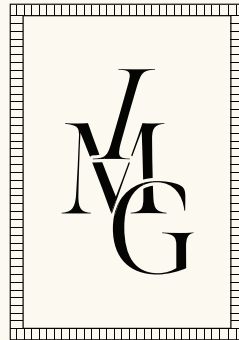
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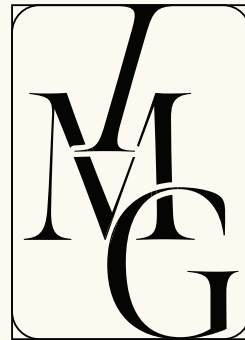
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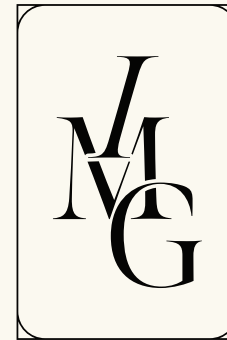
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7

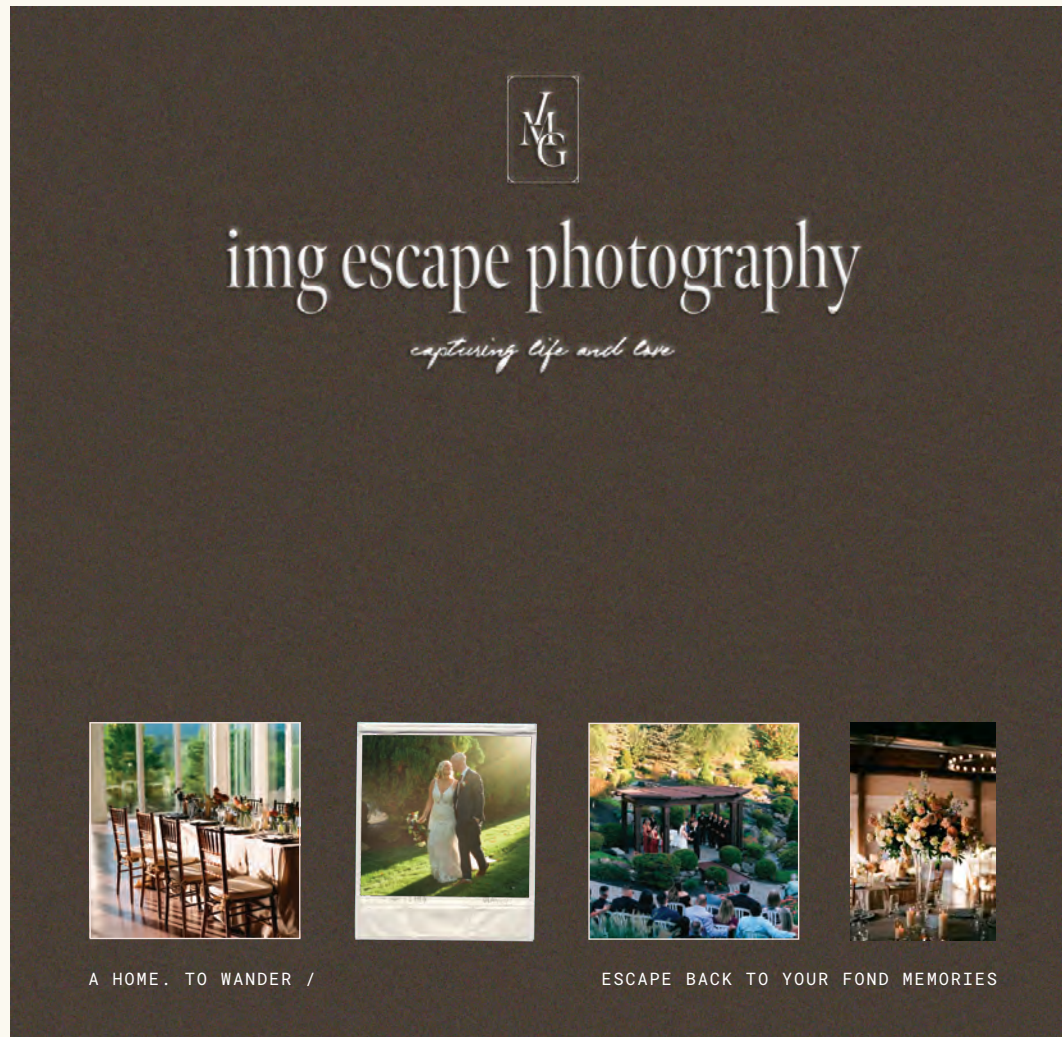


8



BRINGING YOUR BRAND TO LIFE

I like to provide a couple of mockups at this stage so you can easily visualize what your branding will look like in action.





YOUR FEEDBACK

I have a couple of notes written throughout these slides to prompt your thoughts. Overall — just want some feedback. Do you like? Not like? If so, what don't you like, and why?

Please choose one of the icons, and one of the logo marks that you'd like to use for all of your logos going forward. Do you have a tagline you love most, and would want attached to some of the logos? Or do you like using a mix, like I have here? I've included various options throughout to give you an idea of how things would look.

Please fill out your logo design feedback document linked in your project portal, and give me ALL of your notes! Remember, you can't hurt my feelings — this brand is your home. I want to make it a home you can't wait to come back to every day!

Xx,
allie