

Leather Care USA

Logo Proposal

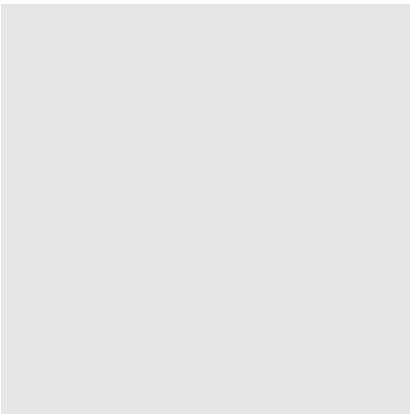
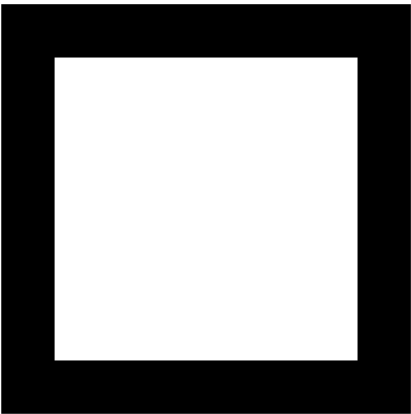
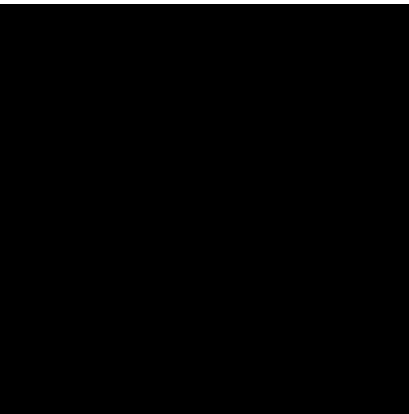


Our Story: family owned & operated dry cleaners since 1946, leather since 1979.

Audience: business to remote consumer.

Strategy: simple, traditional.





Concept 1

Wordmark

Our main symbol, nice and simple. First, we're seeing it on black & white to get a sense of how our negative space will work on dark backgrounds.

**LEATHER CARE
USA**

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LEATHER CARE
← USA →

Icon

The most basic form of our identity, best used in situations where the brand is already recognized, or small spaces where only the icon is applicable.



Logo evolution



LEATHER CARE
USA

Icon

Heritage Mark

Wordmark

Introduction of Color

Dark Blue: Pantone 296, #0D1C2B

Red: Pantone 703, #AF4149

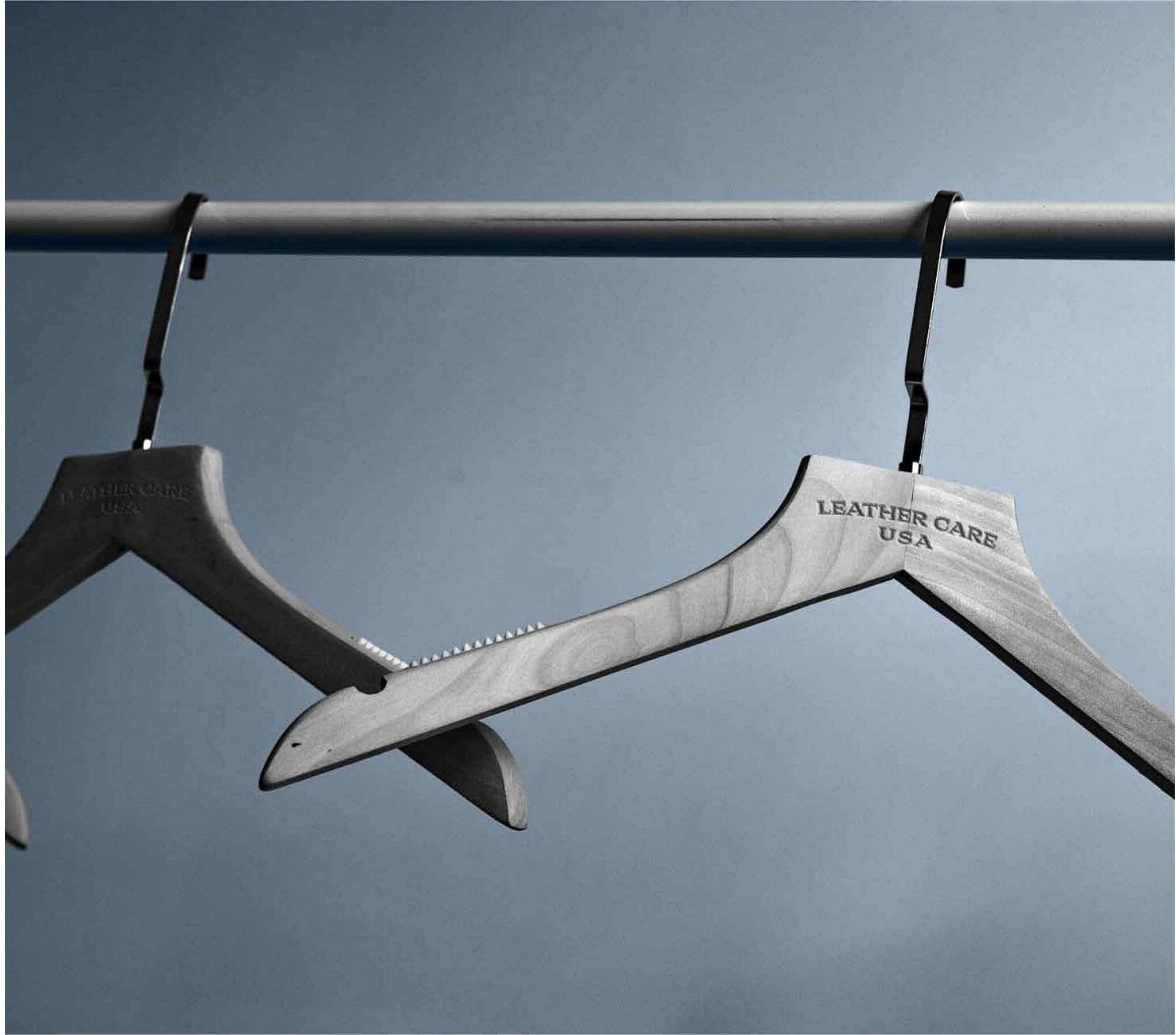


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A close-up photograph of leather upholstery, likely from a car or a high-quality chair. The image shows several different sections of leather: a dark blue/black leather with a fine, pebbled texture; a light grey leather with a similar texture; a rich, dark red leather with a smooth finish; and a light tan leather with a smooth finish. The leather pieces are arranged in a way that shows their stitching and how they meet at various angles. The lighting is dramatic, highlighting the textures and colors of the leather.

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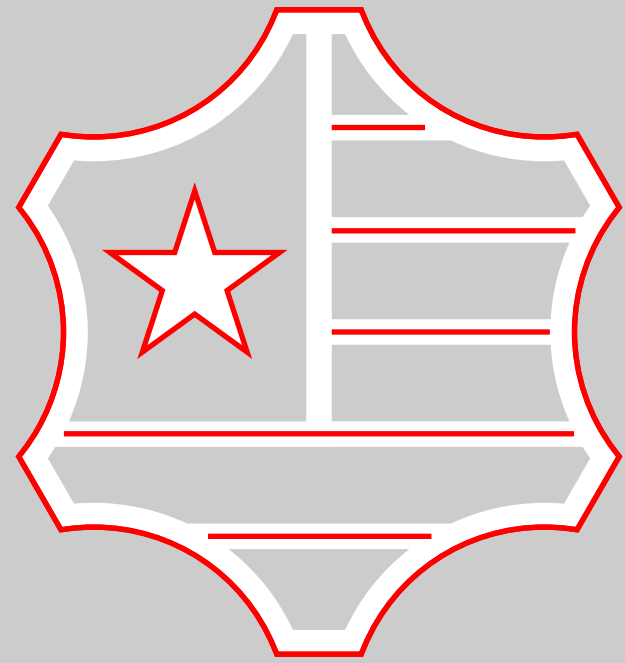


Concept 2

Icon

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Concept 3

Wordmark

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LEATHER CARE

USA



USA

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Logo evolution



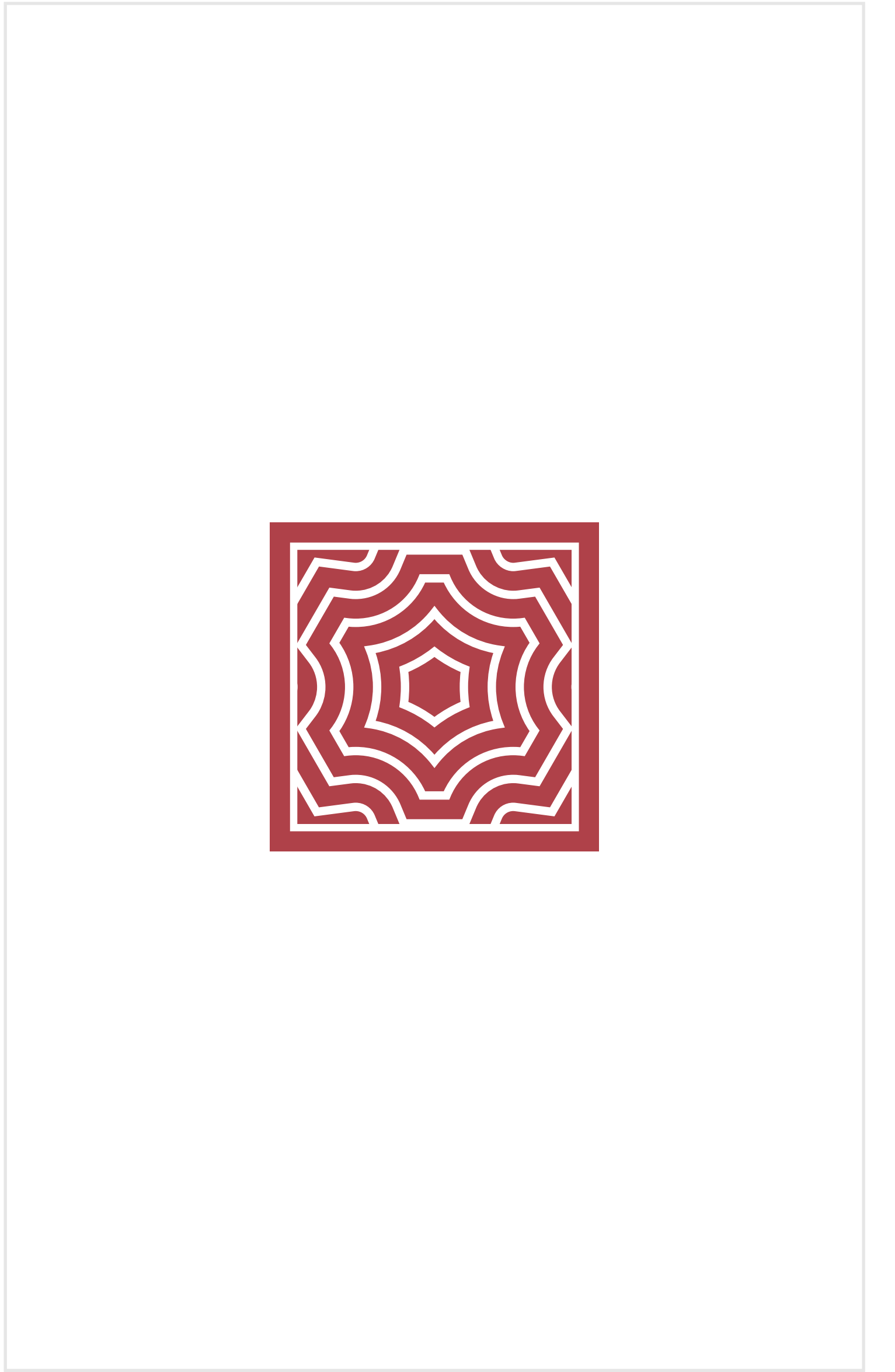
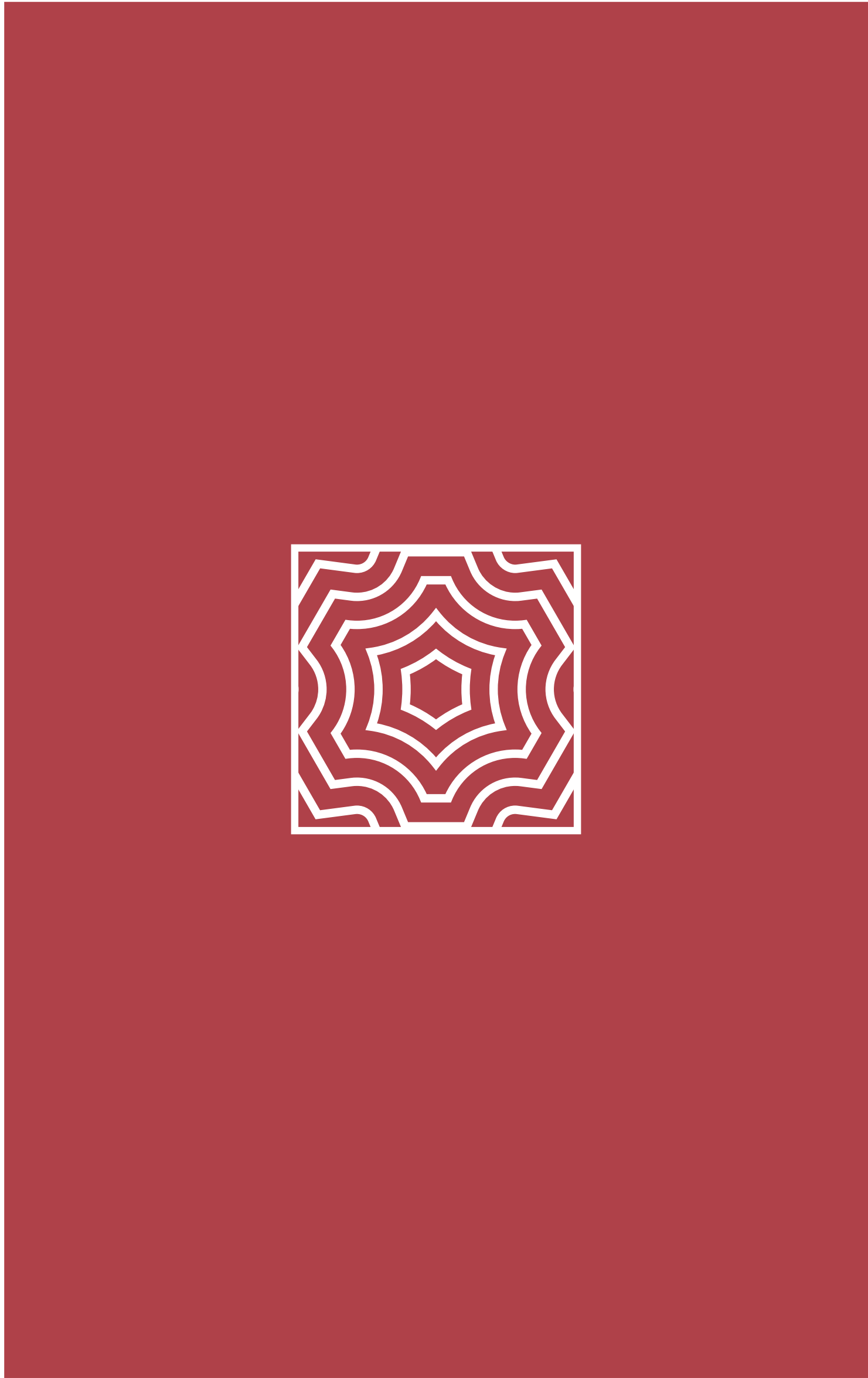
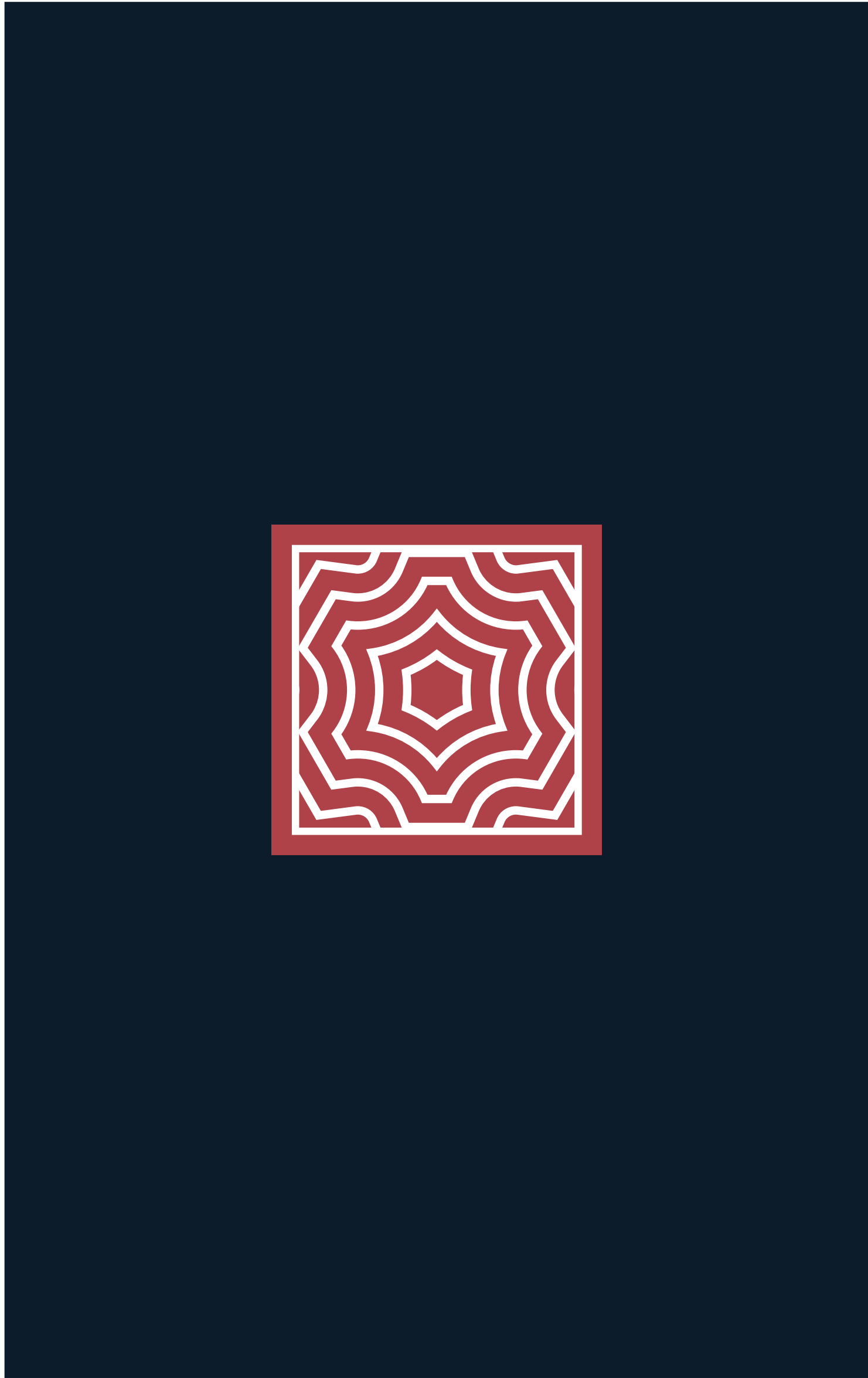
Icon

Heritage Mark

Alternate Wordmark

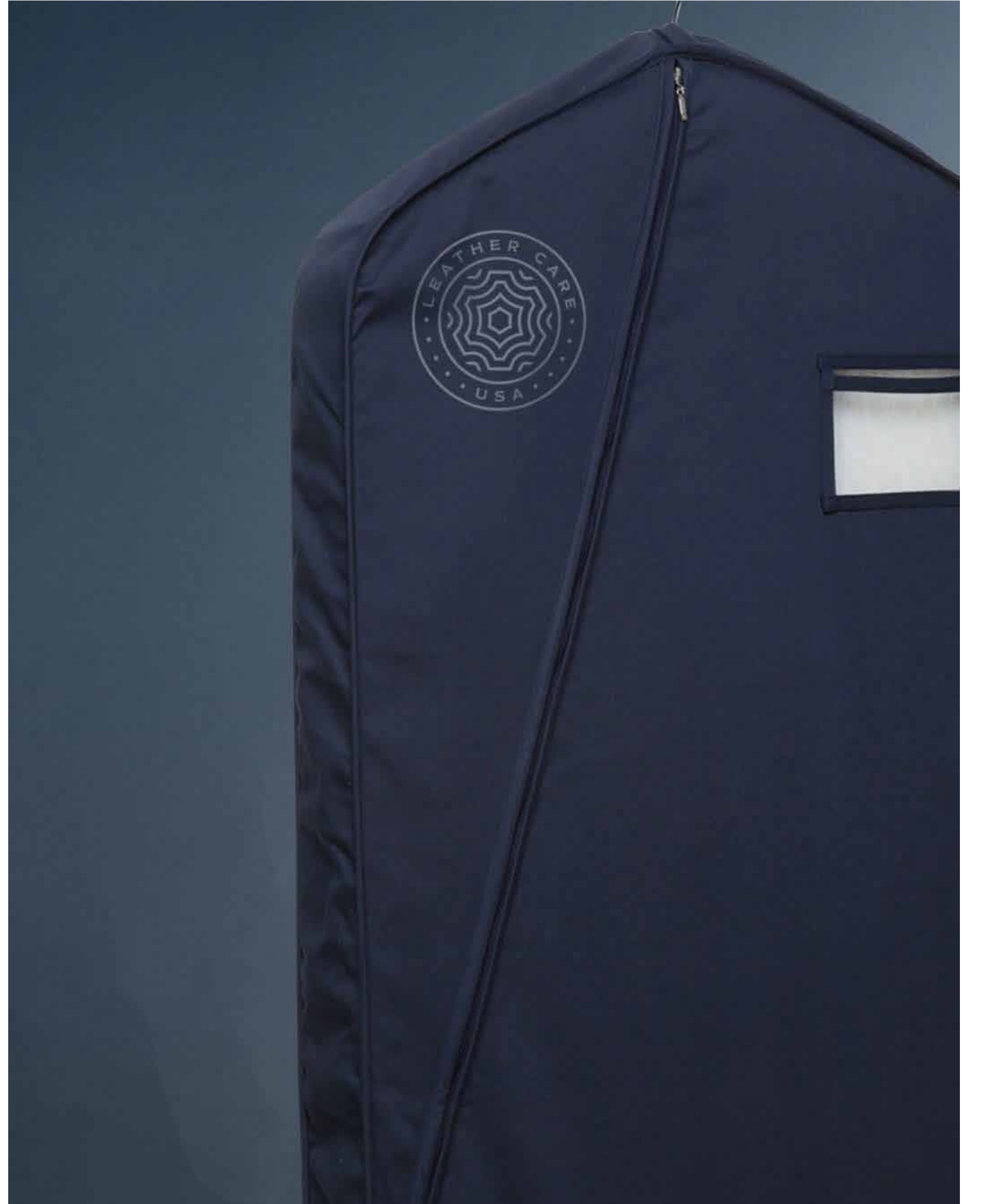
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