

# U.S. Leather Cleaning

---

Logo Proposal

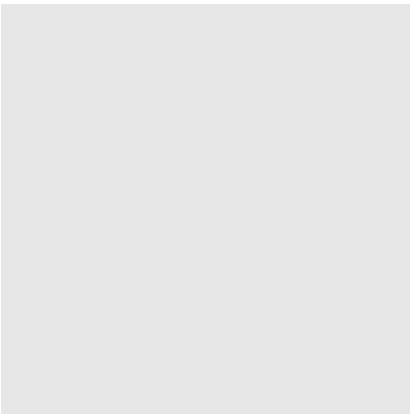
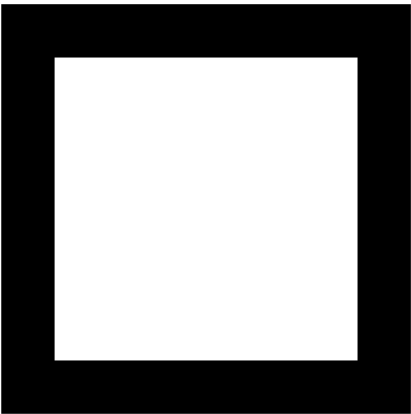
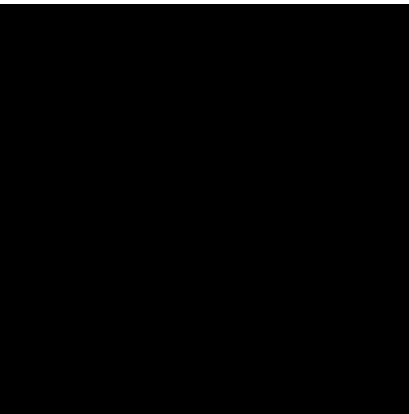


**Our Story:** family owned & operated dry cleaners since 1946, leather since 1979.

**Audience:** business to business, dry cleaners.

**Strategy:** simple, flexible, nod to heritage.





# 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.





# 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.

Decision point:

Version A, straight

Version B, stitch

Version C, hide shape



A



B



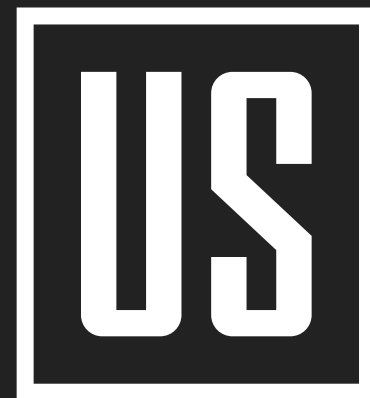
C



# Alternate Marks



# Logo evolution



Icon

Alternate Mark

Wordmark

# Heritage Mark

When we want to feel extra special, this more elaborate heritage mark can be used to show a little additional style.



# Introduction of Color

Dark Blue: Pantone 296, #0D1C2B

Peach: Pantone 472, #D79F71







**US** LEATHER  
CLEANING

# Real World Mockups

Here's how our brand might look in various situations, visualized for context.







# Concept 2

# 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.



**U.S. LEATHER**  
**CLEANING**

The image shows a wordmark for 'U.S. LEATHER CLEANING' centered on a dark background. The text is white and consists of two lines. The top line, 'U.S. LEATHER', is in a bold, serif font and is slightly arched upwards. The bottom line, 'CLEANING', is in a bold, sans-serif font and is straight. The overall design is clean and professional.

T

U.S. LEATHER  
← CLEANING →

# 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.



## Alternate Marks



# Logo evolution



**U.S. LEATHER**  
CLEANING

Icon

Alternate Mark

Wordmark

# Heritage Mark

When we want to feel extra special, this more elaborate heritage mark can be used to show a little additional style.







**U.S. LEATHER**  
**CLEANING**

**U.S. LEATHER**  
**CLEANING**



**U.S. LEATHER**  
CLEANING

## Real World Mockups





Trevor@TrevorKinkadeDesign.com

