

Willow Road

Logo Proposal



We are:

Resilient

Humble

Practical

We are not:

Fancy

Pretentious

Excluding

Some caveats

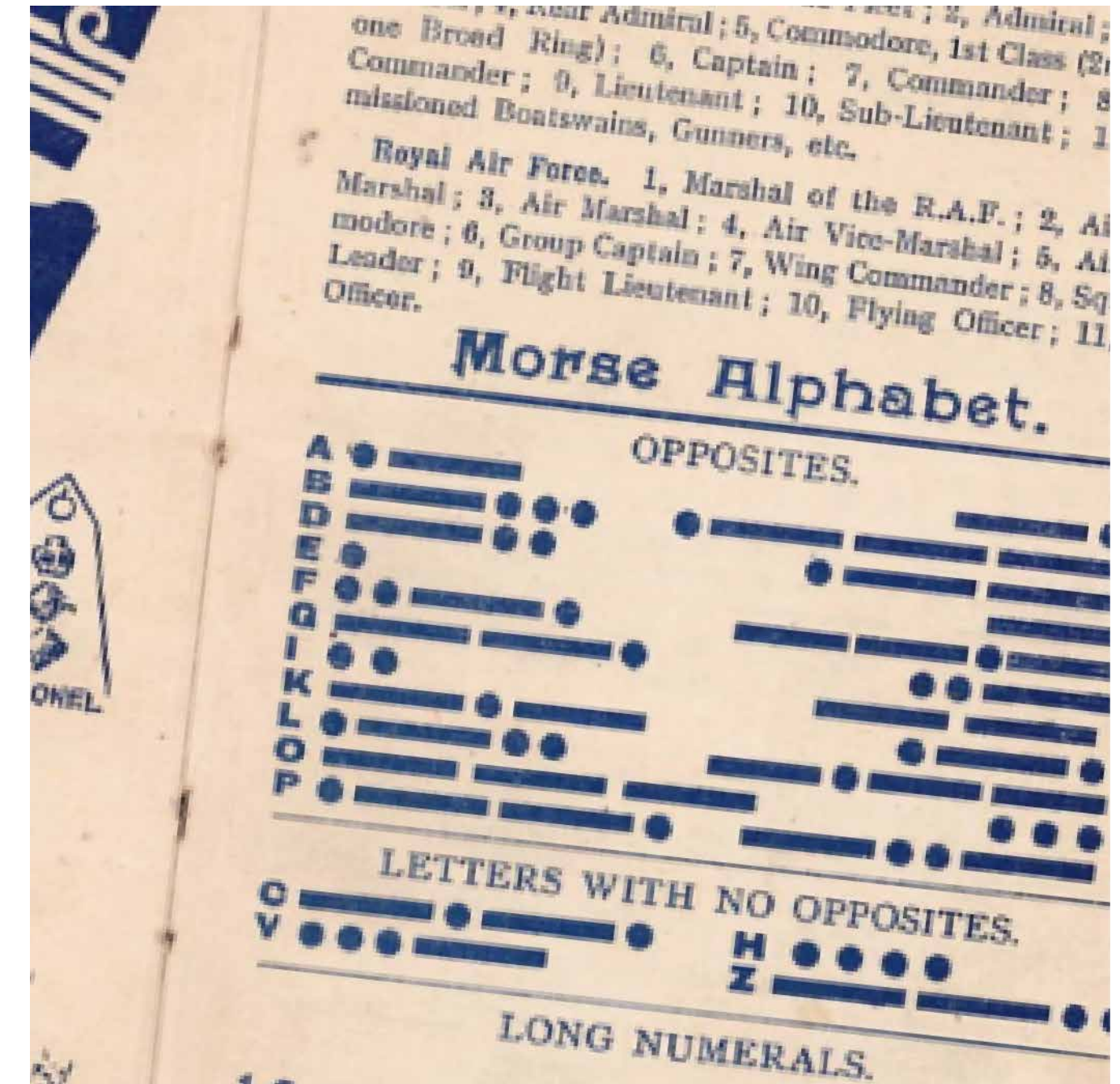
- 1) Round it!
- 2) Hold the CA



Previous concept, now with leaves extra soft.

Concept 1

...CENT. WE HAVE, A
...S MECHANICAL CHIROGRAPH
...ECTIONS IN THE FORMATION
...TION, YET THERE IS NOT
...ADMIT OF AN EASY AND P
...TISFIED WITH IT BECAUSE
...HIS FIRST MACHINE. BELEVE



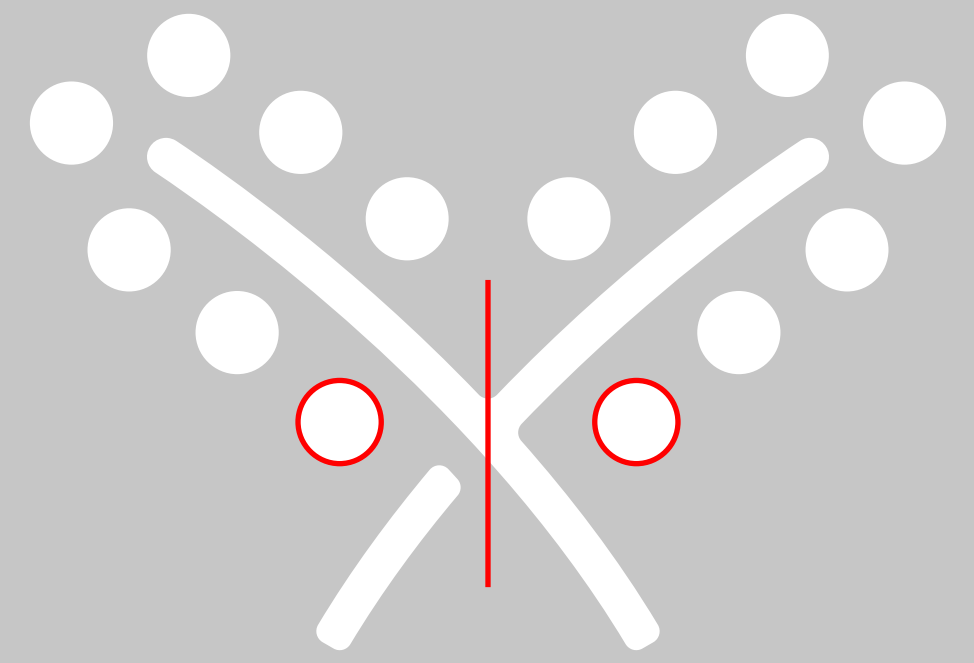
Morse code / typewriting, it's mechanical & cold, not what we'd expect from a jewelry brand.

And, that's a way to distinguish ourselves, if we do it right.

Icon

The simplest form of our logo without the full wordmark. In this concept, we're playing around with the idea of branches made strictly from dots & lines, just like morse code.





Wordmark

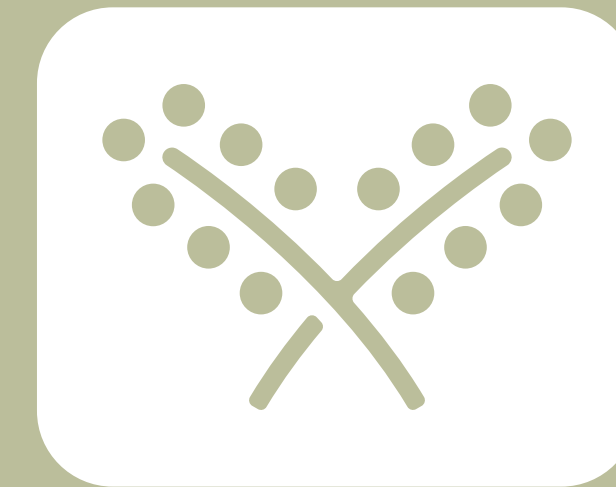
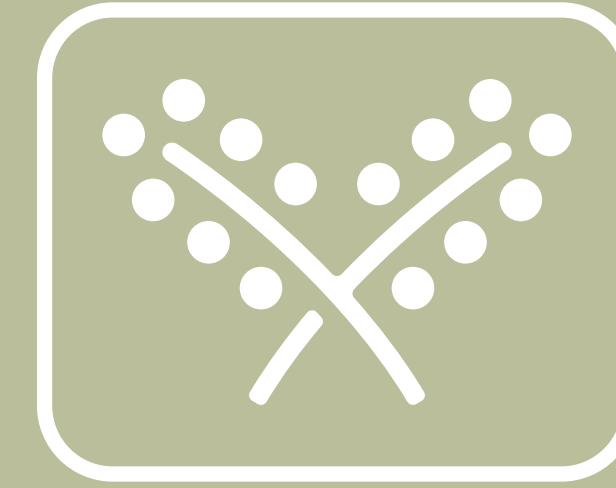
The full version of our logo as most folks will come to recognize us. This concept is a similar stacked layout as our current design, but with the willow icon fit into the convenient space right of 'road'.



willow
road 

willow road

willow road



Color

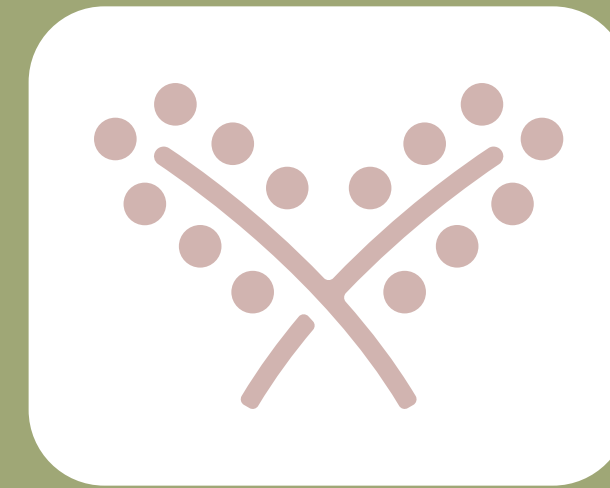
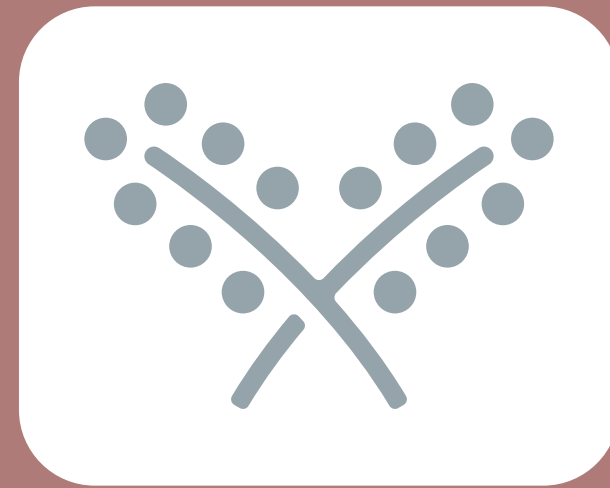
Our main palette brought over from earlier in the project. This setup is vibrant & bold. Variations in lightness give us some flexibility as well.

-  Blue Willow
-  Earthy Green
-  Spring Yellow
-  Deep Blush

willow
road 

willow
road 

willow
road 



Real world mockups

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





Concept 2



Wordmark

The full name version of our logo as most folks will come to recognize us. This concept is focused on typography, and as such, every letter features some form of customization. Particularly important is the 'W', which resembles a willow tree silhouette (upside down).



Willow Road



Willow Road

Willow Road

W

WR

WR

Color

Our main palette brought over from earlier in the project. This setup is vibrant & bold. Variations in lightness give us some flexibility as well.

-  Blue Willow
-  Earthy Green
-  Spring Yellow
-  Deep Blush



Willow Road

WR

WR

WR

Real world mockups

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





Concept 3



Icon

The simplest form of our logo without the full wordmark. This concept is most closely tied to our previous design attempt with willow leaves in a circle. But instead of realism, we're going with a softer, abstract style.





Wordmark

The full name version of our logo as most folks will come to recognize us. Note that each letter has been slightly rounded to match the soft approach of our icon.



willow road

willow road

Color

Our main palette brought over from earlier in the project. This setup is vibrant & bold. Variations in lightness give us some flexibility as well.

-  Blue Willow
-  Earthy Green
-  Spring Yellow
-  Deep Blush





Real world mockups

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





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