



LIQUID METAL SLIME DESIGN

ALAN



PROFILE

Conceptual logo for a friend's
photography / videography
company.

COMMAND

▶ NEXT PAGE

PREVIOUS PAGE

Brand

Logo Details & Inspiration

Project Briefing

Alan was looking for simple yet recognizable signature style logo mark for his budding photography / videography venture.

Logo Dynamics

I was provided a few example images from the web as well as a single digital photograph of his signature, written in black Sharpie™ on a strip of paper.

The photo was offset around 30 degrees with less than ideal lighting. The signature as a whole had a rushed and scratchy feeling, with 'Boone' being nearly illegible. The 'Alan' on the other hand stood out to me. It's skewed angle and tall ascenders were bold with the 'an' having a nice cursive run out to the right edge. I liked it. I ditched the last name and took to Photoshop to strengthen the thin spots but keep enough of the hand marked effects to keep the genuine effect. Once done a quick image trace in Illustrator and we're good to go!

Next I added the 'Boone' back into the mix via a simple but legible Chalet™ font, as well as the 'Visuals' underneath, just a touch bolder to break things up slightly but keep the overall text theme cohesive.

Now it's time to add some color! The 'Alan' lends itself to big bold color options. The stacked layout offers many variations in color play such as A/B/C, A/B/A, A/A/B and A/B/B (see color examples for reference) as well as some optional gradient effects.

The client was impressed and appreciated the usage options he had to work with, being able to employ unlimited color options and even use the 'Alan' on it's own where appropriate.

Logo



Variation



Standard Orientation
Vertically Stacked



Alternate Orientation
Horizontally Stacked

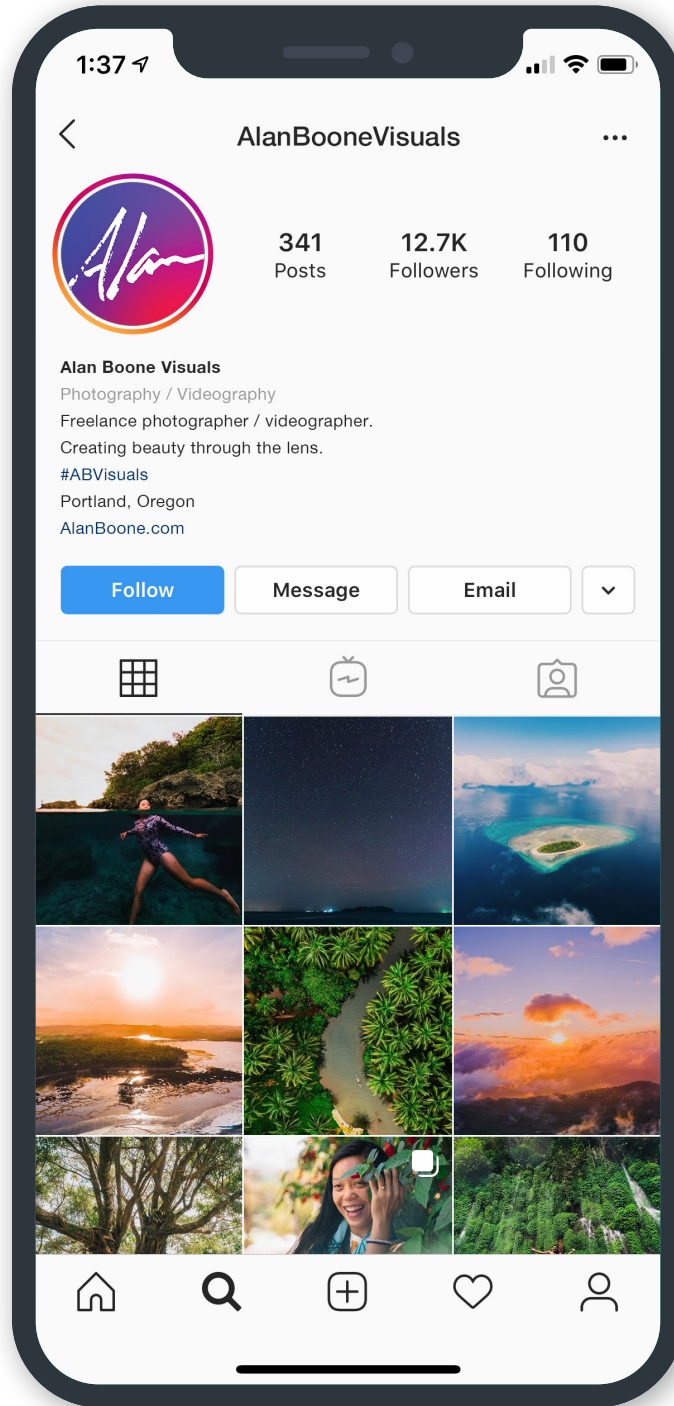


Alternate Display
Signature Only

Color



Social



Sample Instagram Profile

Print



Alan Boone
Visual Artist

Specializing in:
Photography & Digital Video

555.555.5555
alan@alanboonevisuals.com
alanboonevisuals.com
@alanboonevisuals

Alan Boone
Visual Artist

Specializing in:
Photography & Digital Video

555.555.5555
alan@alanboonevisuals.com
alanboonevisuals.com
@alanboonevisuals



Sample Business Card Design