

LOGO + BRANDING CONCEPTS

rationale: This concept features a rustic ‘crowned’ fence with wild grass elements and a vintage, distressed font. Version 1 offers a darker palette with dramatic shadows and a weathervane element on the bottom left. Version 2 features lighter wood and two horseshoes for the lower element, which alludes to weddings and the stables. Version 3 has less texture and a softer color palette, and a crown element. All versions are meant to leave space near the top where subtitles of each area can be added, such as “Lake Joy House at” etc.

CONCEPT 1

version 1



version 2



version 3



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rationale: This concept is all about horseshoes - it speaks to what sort of amenities are available at your properties and also has a charming feel to it. The typeface is bold yet still rustic. Version 1 features the double horseshoe with a faded wooden texture, and shaped text to add variety. Version 2 features a softer and more dynamic palette, with greenery added in and initials as well. Version 3 features a banner and a pink palette with floral elements and is a bit busier than other versions. All versions could accommodate more text for various properties.

CONCEPT 2

version 1



version 2



version 3



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rationale: This concept is the most minimalistic, and it features a center emblem in each version and a more playful, modern font.

Version 1 features a crown in the center of, and a colorful red and green palette that uses colors pulled from the cottage house photos. Version 2 is more outdoorsy, featuring tree branches, and the compass shape that alludes to getting lost in the great outdoors. Version 3 is a softer oval shape with whimsical vines, and the double horseshoes featured in the middle.

3
CONCEPT

version 1



version 2



version 3

