Always Watching Over

design manual

Logo

Logo introduction

Concept

The logo we have is an eye with pertruding and recognizable eyelashes. This logo is simple, elegant, and easily recognizable. The eye represents observation, perception, and attentiveness. It signifies the organization's commitment to always keeping an eye on their clients' needs, being aware of their surroundings, and staying vigilant to ensure that everything runs smoothly.

The second version of the logo includes drops from the eye, which can be interpreted in multiple ways. One interpretation is that the drops represent tears, signifying the organization's empathy and compassion towards their clients' needs. Another interpretation is that the drops represent a bible story where god cries over his people, symbolizing the eye as a "diety" watching over the clients witch creates a sense of comfort. Regardless of the interpretation, the drops add an extra layer of depth and meaning to the logo, making it more interesting and memorable.

Overall, the eye logo represents the organization's attentiveness, observation, and commitment to always being there for their clients. The two versions of the logo provide different interpretations and add an extra layer of depth and meaning to the logo. This logo is simple yet elegant, memorable, and versatile, making it an excellent choice for any organization that values observation and attentiveness.

in addition to it's many positive symbols and attributes, it's both scalable and easy to simplify. It's different versions make it easy to use in any scenario.

Shape

The eye in the logo is oval-shaped, which is a common and elegant shape for eyes. This shape adds to the symbolism of the logo, emphasizing observation and attentiveness. The oval shape is also versatile, making it easy to use in different design elements.
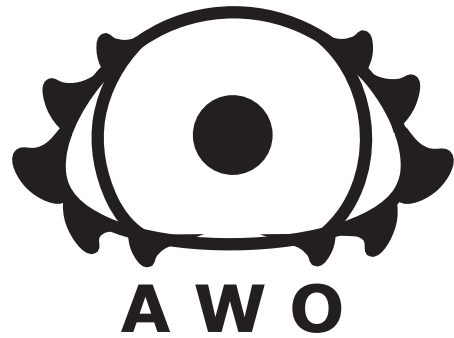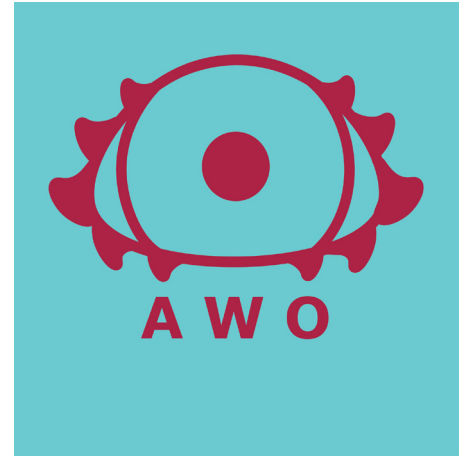
Symbol

The eye symbol in the logo represents watchfulness and vigilance, which is relevant to many industries. the logo creates a perfect harmony between the uneasiness and comfort of being watched.
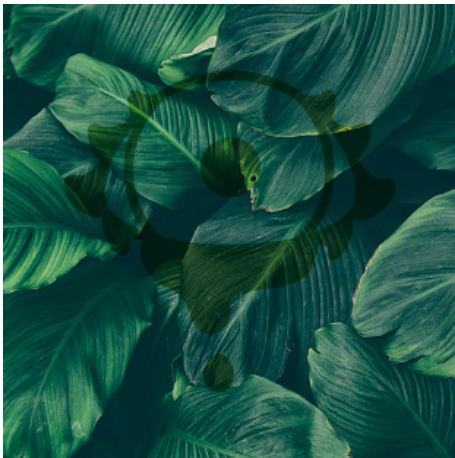
A W O

A W O
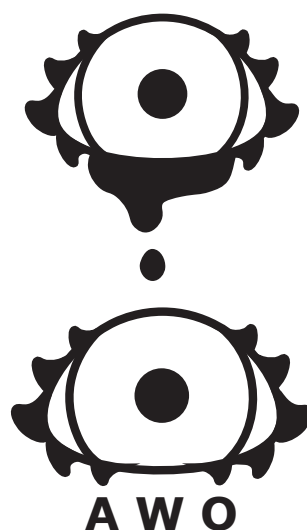
Aplication on a background

Blending modes for images

**Corporate font
Main font
Secondary font**

Font

Corporate font

Verdana

Verdana Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Verdana Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Verdana Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!+(.,)*

The primary color system

The primary color system

Color system

The logo is drawn monochromatically at the basic level. this allows the logo to effortlessly fit on any background and or garment of our choosing. when the logo is colored, as seen in examples on previous pages, the logo should be drawn in high contrast, but it highly depends on the setting the logo is used in.

Summary

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The eye logo that represents AWO symbolizes attentiveness, mystery, beauty and divinity, while giving an uneasy feeling. the uneasiness harmonizes with the comfort of someone watching over you. the logo can be used in many different colors and can adapt according to design and scenario. the logo is scalable and simplifiable, making it very versitile. the colors chosen for the main logo are monochromatc black and white, but can be printed in colors depending on the usecase.