

# **Logo for ROLL transportation construction**

Branding by Adam Bůžek

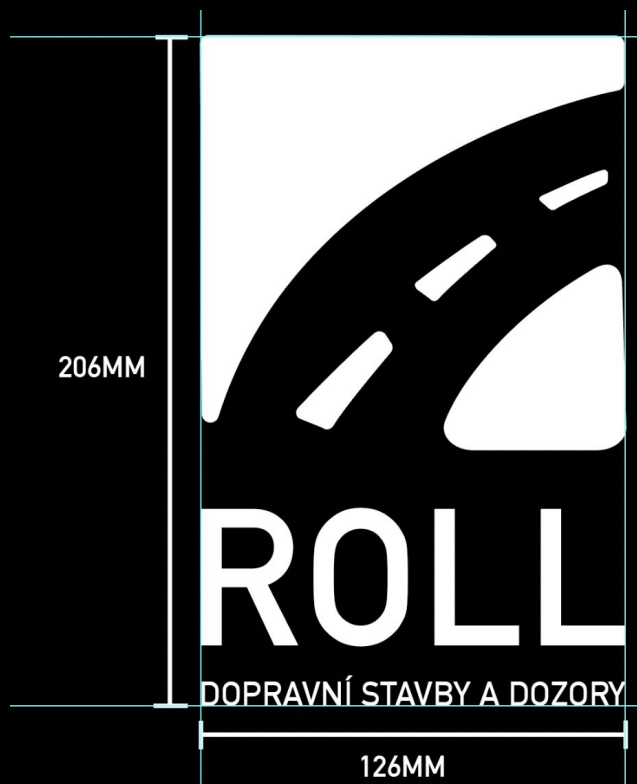


This was the first imagination in my head, when I wanted to combine the word “ROLL” and the transportation construction.

I had to come up with some sketches and ideas, so i took pencil and paper and started to make some sketches.

Firstly I had no idea if I wanted to make it more abstrack or exact, but I already knew that using combination of black and white colors would be good idea.





This was my first digital sketch, but actually I wasn't happy with this variation that much and I was actually hoping that the client would prefer the other sketch more.

I wanted to make something more memorable and unique than this logo.

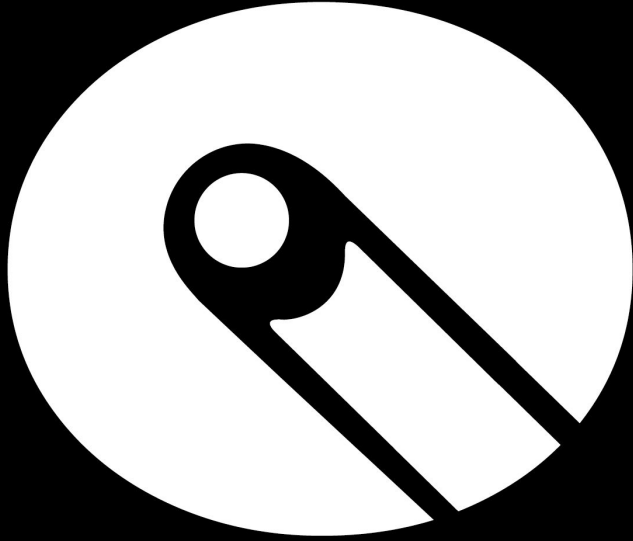
So because of that I come up with combination of abstract symbol combined with the name of the CEO of the company.

**ROLL**  
**DOPRAVNÍ STAVBY**

This was logo that I liked much more. This logo is abstract style. So its shape does not express anything specific, but we can imagine several things under it.

The goal was to make the abstract shape of the logo appear dignified and unambiguous.

I was actually really surprised, that the client liked this version more as I did. So it was a good sign that we agreed.



The logo itself is based on the name Roll. Combining a road and a sounding name is a very creative way to get awareness of the service and the brand name at the same time.

I tried to express this idea in an abstract logo. I wanted everyone to find their own meaning in the logo, but subconsciously it still reminded me of the road and its scrolling.

# FONT FROM THE ROAD

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So I really liked this font, because it looked like it was straight from the road. Benzin font is a geometric sans serif family that comes in 5 weights. It is a universal font that can be used for both headings and paragraphs.

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Thanks to the customized alignment of pairs for bold and thin styles. In the thin style, the kerning is thinner, in the bold style, it is denser.

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**This allows you to instantly use a bold style in large headlines and posters, and a thin style in small texts and paragraphs.**  
**This is very convenient and you don't have to think about setting up kerning.**

# Only black and white?

## #FFFFFF White color

It is an indeterminate, uncertain color, associated with the idea of innocence and purity, liberation, absolute freedom, new beginnings. White is created by mixing all three natural colors: yellow, red and blue. That is why we usually react positively to white. It symbolizes brightness, innocence, purity, and also a new beginning, birth.



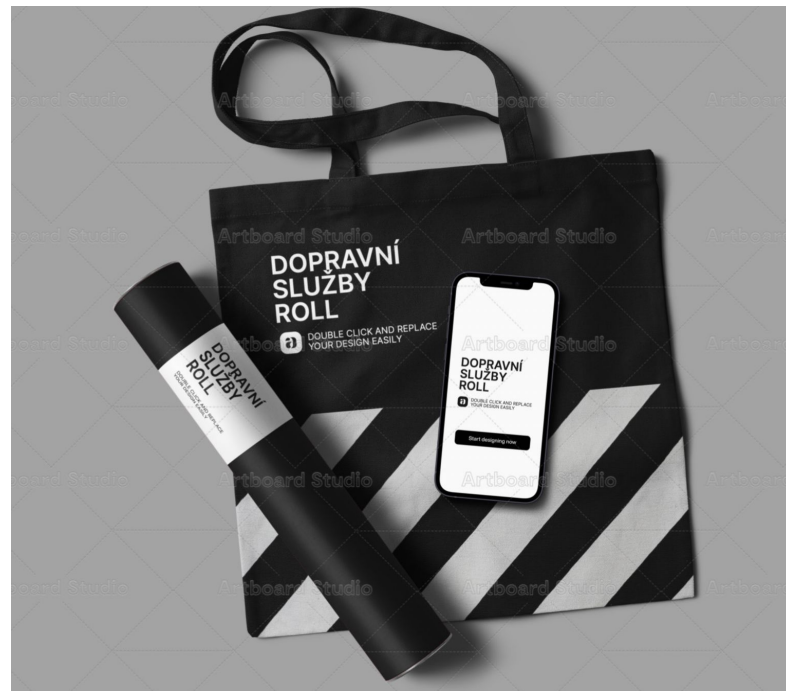
## #1D1D1B Black color

Black, like white, is not a color. Black absorbs colors, if we mix all the colors of the spectrum on the palette, we get black. It represents justice, infinity and the hidden (latent) energy of the Absolute, the eternal spiral of time and the unrevealed wisdom that we have yet to know.





# Marketing suggestions



# Suggestions for social media

