

Logo Round 1

# Creative Co-Labs



The following logo designs were thoughtfully created by our designers and art director based on the previous team's discovery phase paired with ideas inspired during the kick-off meeting. Each design reflects the connectivity and collaborative spirit of Creative Co-Labs as well as the resulting bridge between technology and humankind through a combination of modern, upscale, and clean graphics and typography.

## Option 1a

Lines flow in perfectly spaced harmony to emphasize the feeling of interconnection while at the same time, representing a circuit board or metro map in its cleanest form. The words below serve a purpose both as a description and a bold yet refined anchor.



Primary Logo at 1"



Primary Logo

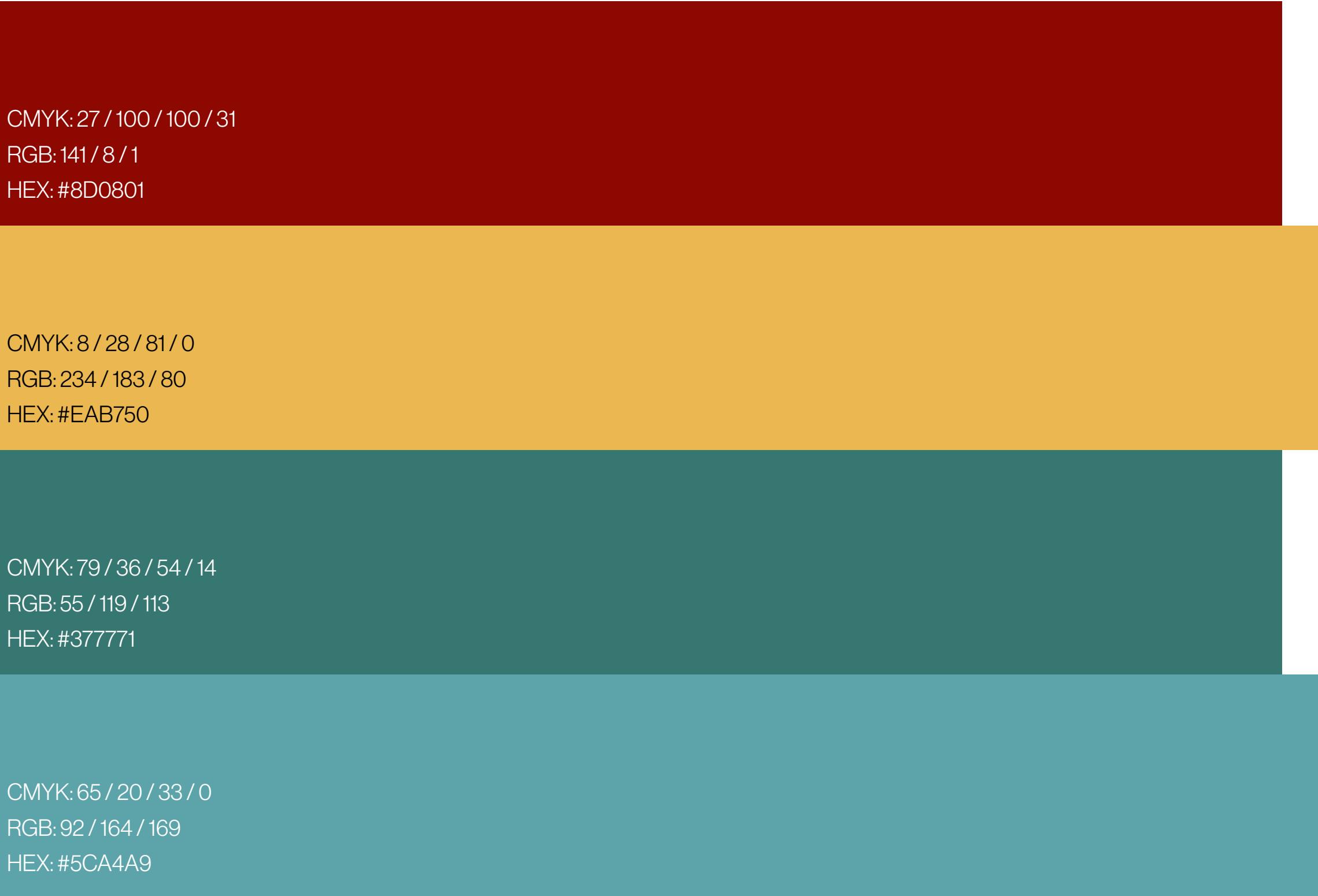


## Option 1a Color Versions



# Option 1a

## Color Palette



# Option 1a Application

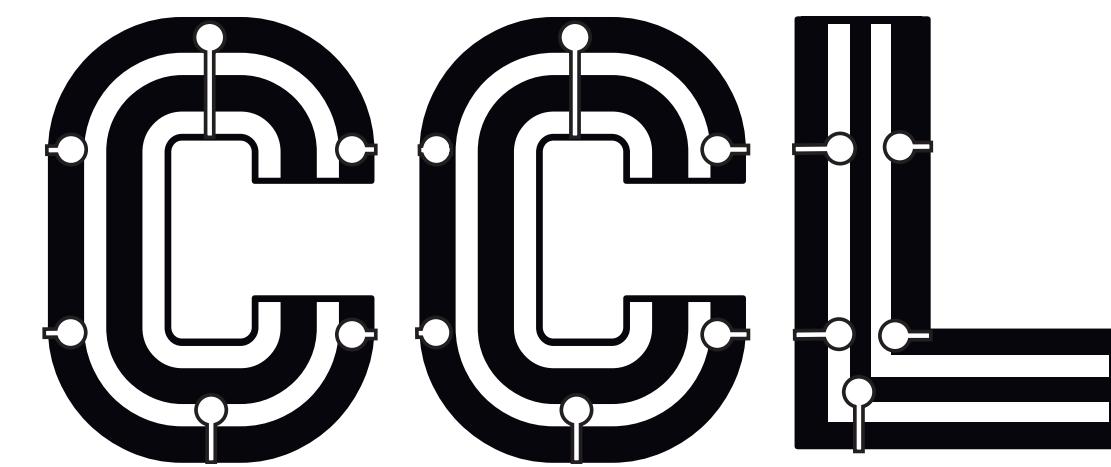


## Option 1b

Circuit board lines and circles turn the letterforms into conductors of currents, of ideas. Parallel to the firings of the human brain, the circuitry celebrates the relationship and interconnectivity between both worlds.



Primary Logo at 1"



**Creative Co-Labs**

Primary Logo



## Option 1b Color Versions



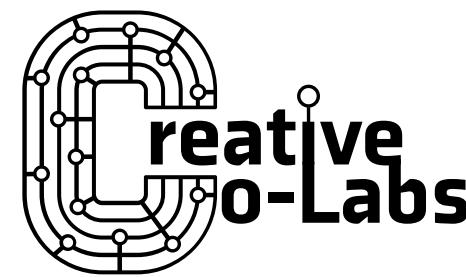
# Option 1b

## Color Palette

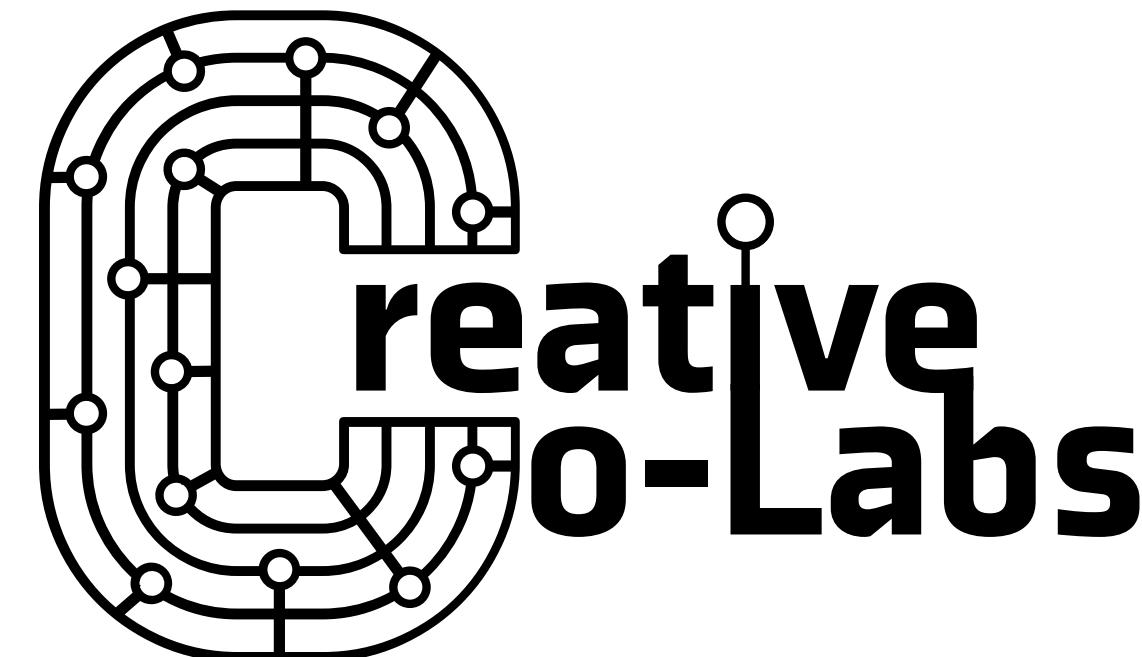


## Option 1c

Similar to both options 1a and 1b, this variation furthers the circuitry concept to meet the words with certain letters acting as pathways—a connecting bridge of ideas and interactions.



Primary Logo at 1"

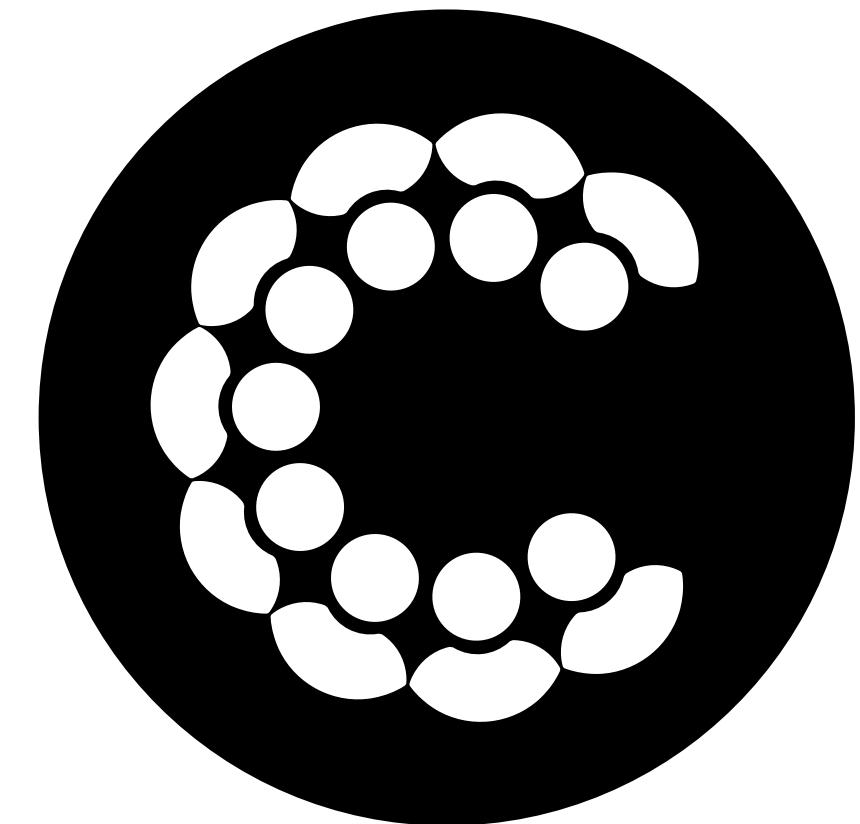


Primary Logo

## Option 2a

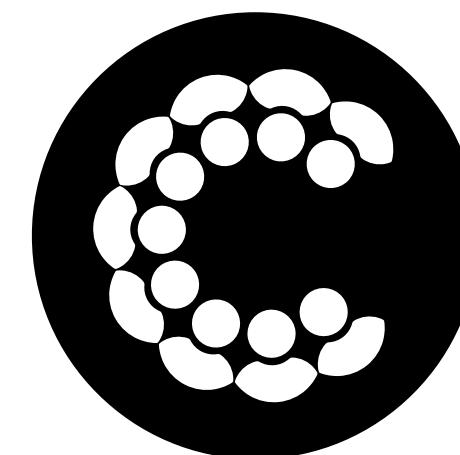
Persona heads create the soft curve of the letter C, elevating the letterform into much more—a literal coming together of persons to form a collaborative community.

The repeating shapes are reminiscent of a gear or a petal-like bloom of new ideas.



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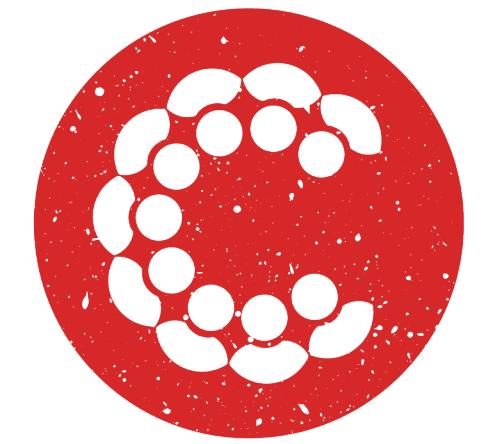
Primary Logo



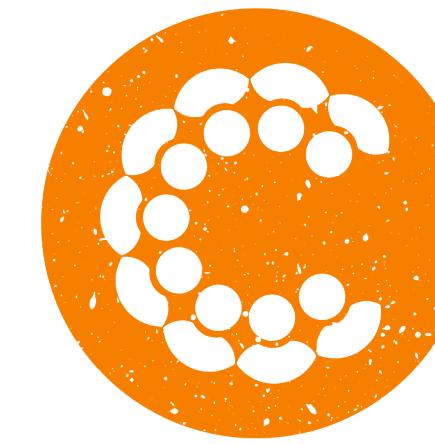
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Primary Logo at 1"

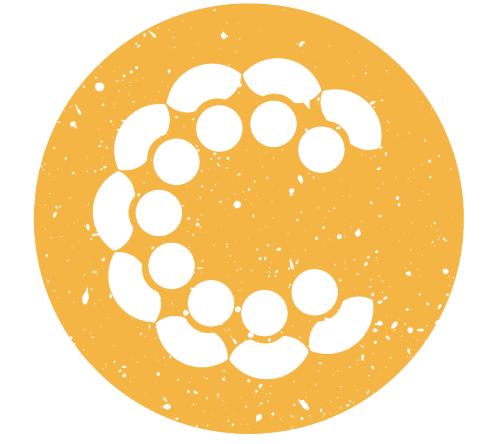
## Option 2a Color Versions



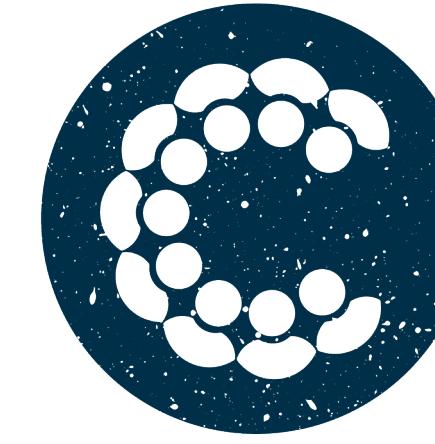
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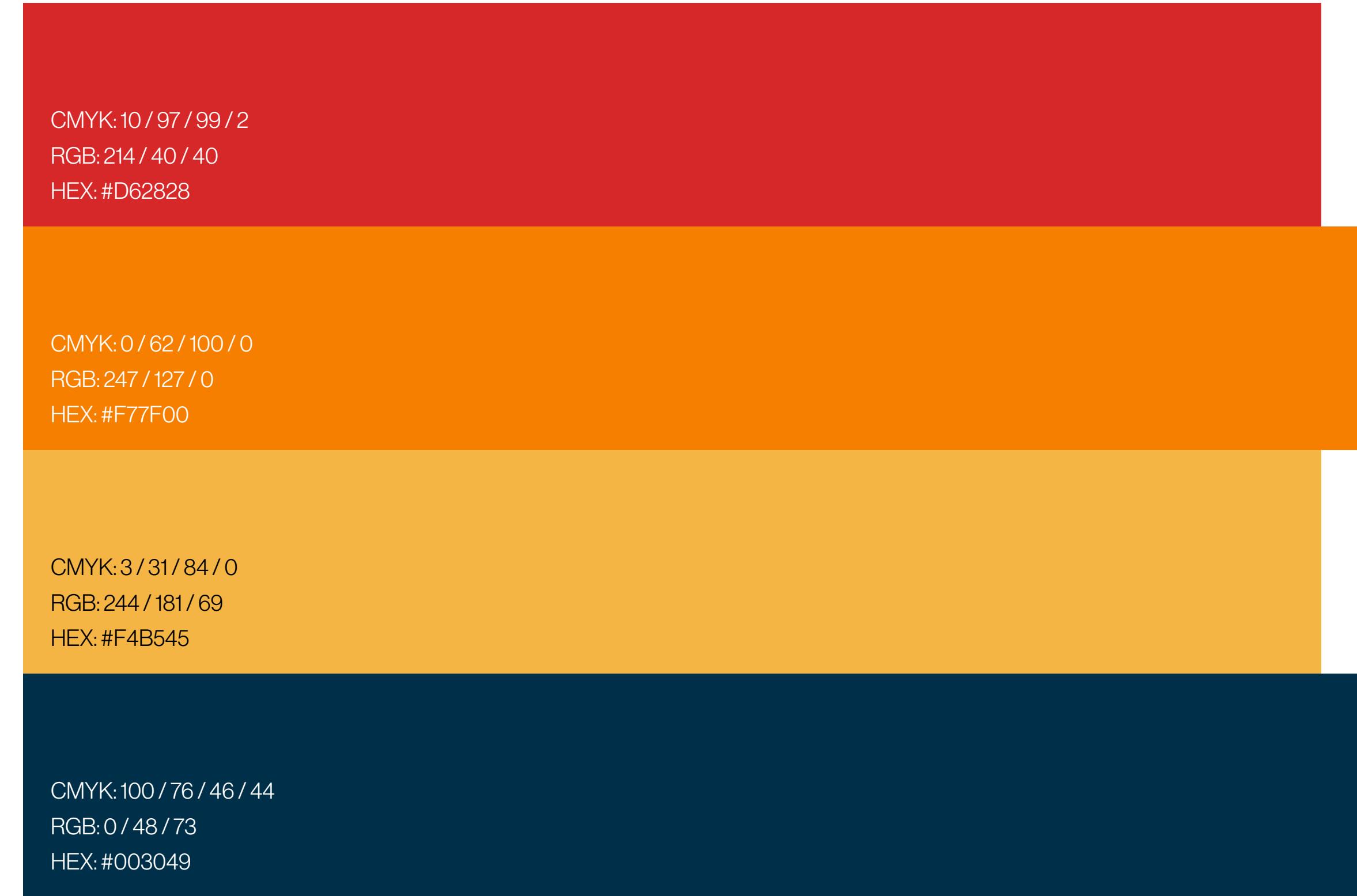


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## Option 2a Color Palette

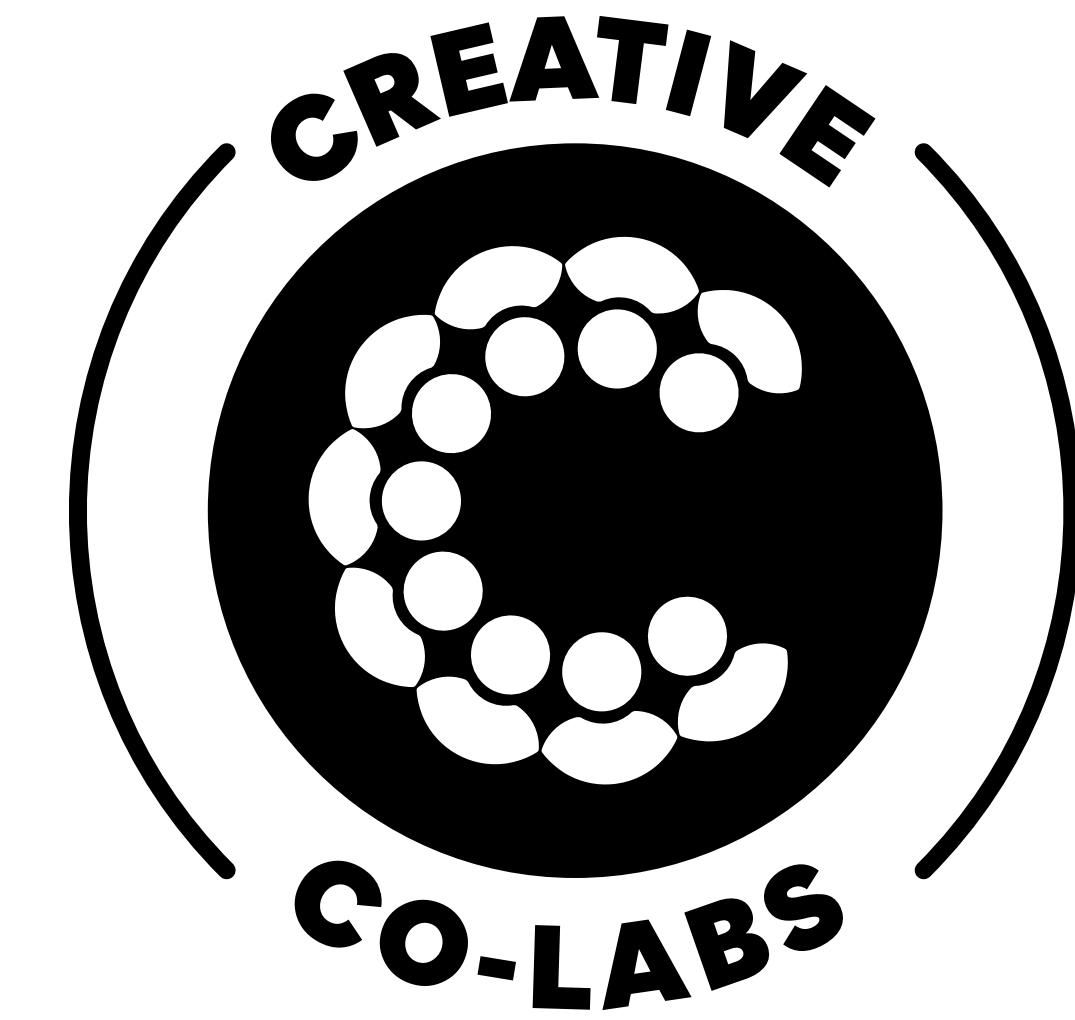


## Option 2a Application

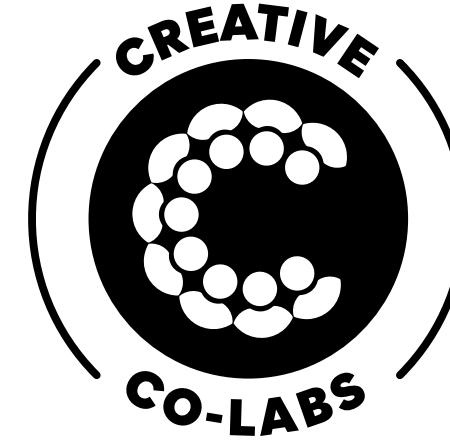


## Option 2b

Here, the concept is the same as 2a with a heightened sense of circular energy and interaction between the shapes and words.

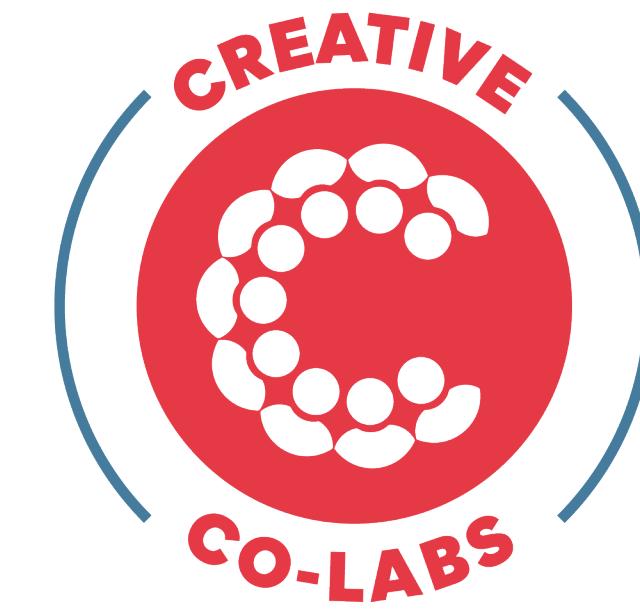


Primary Logo



Primary Logo at 1"

## Option 2b Color Versions

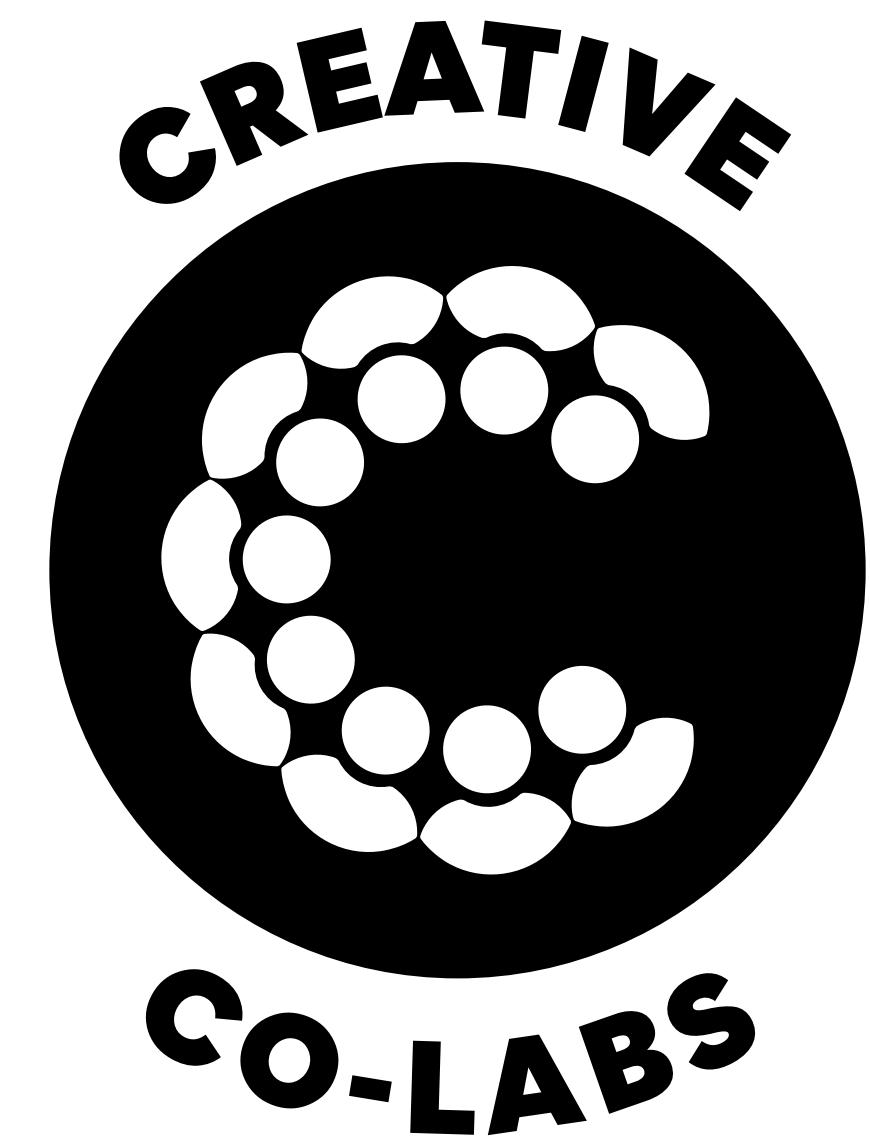


## Option 2b Color Palette

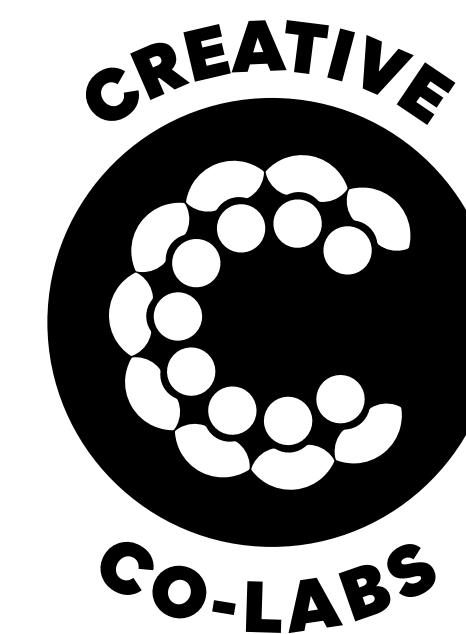


## Option 2c

A further simplification of 2b that fully embraces curvilinear energy and interaction.



Primary Logo



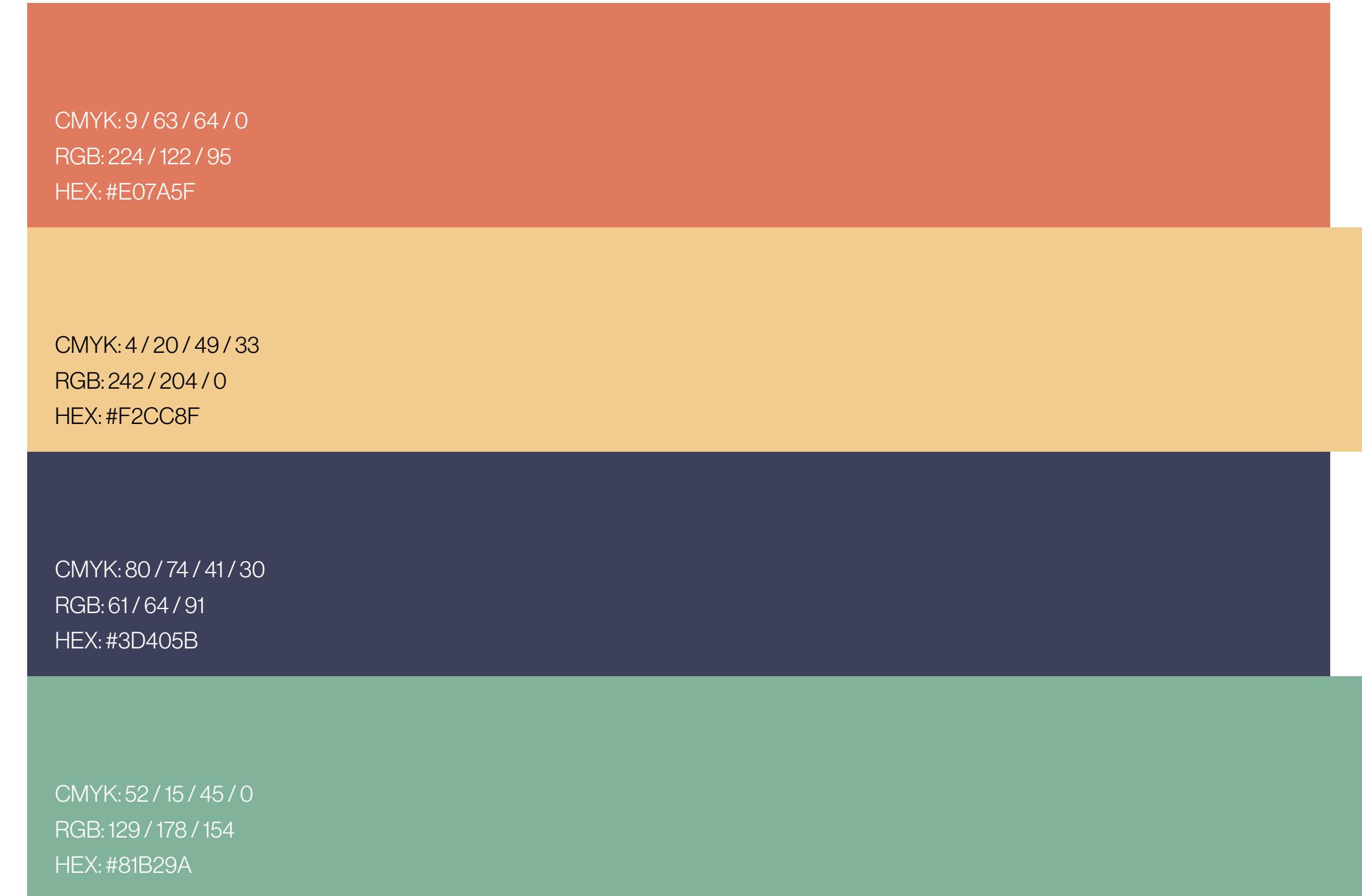
Primary Logo at 1"

## Option 2c Color Versions



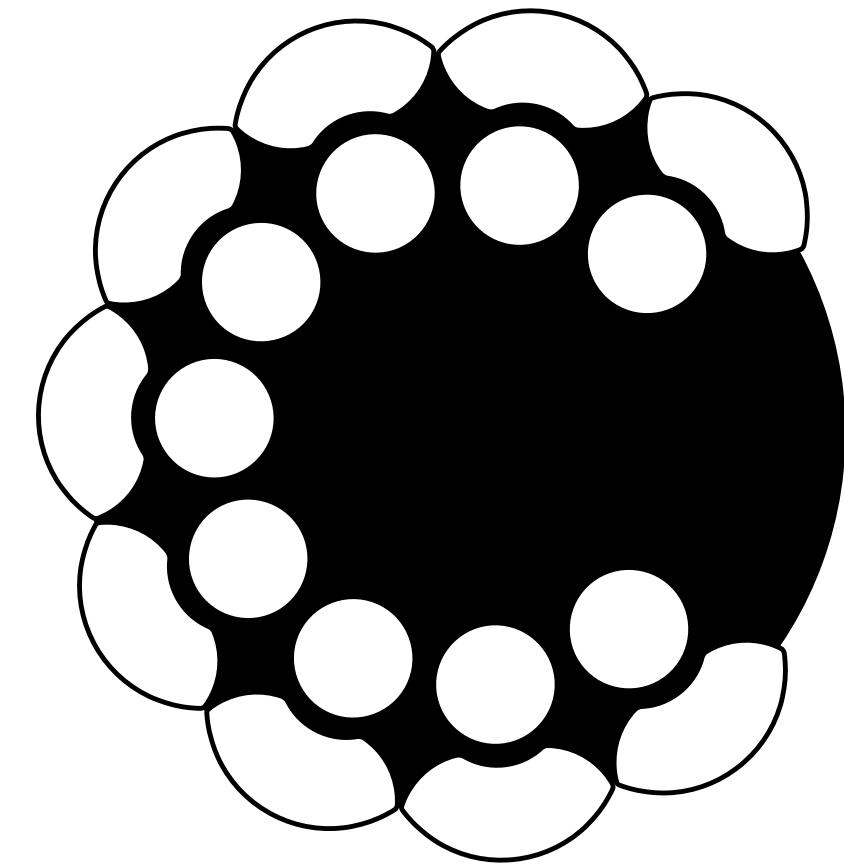
# Option 2c

## Color Palette



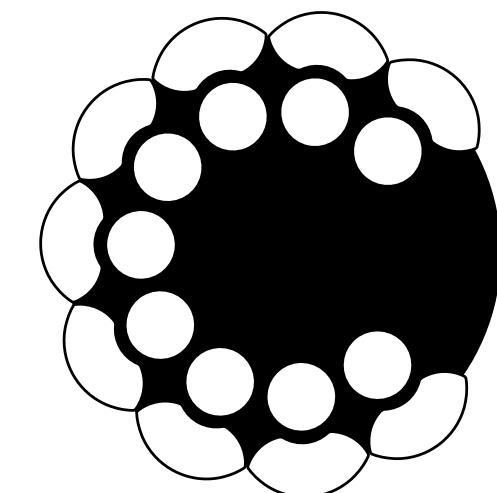
## Option 2d

Thinking outside of the box (or circle!), this version offers a fresh and dynamic energy to the gear and bloom concepts introduced in version 2a.



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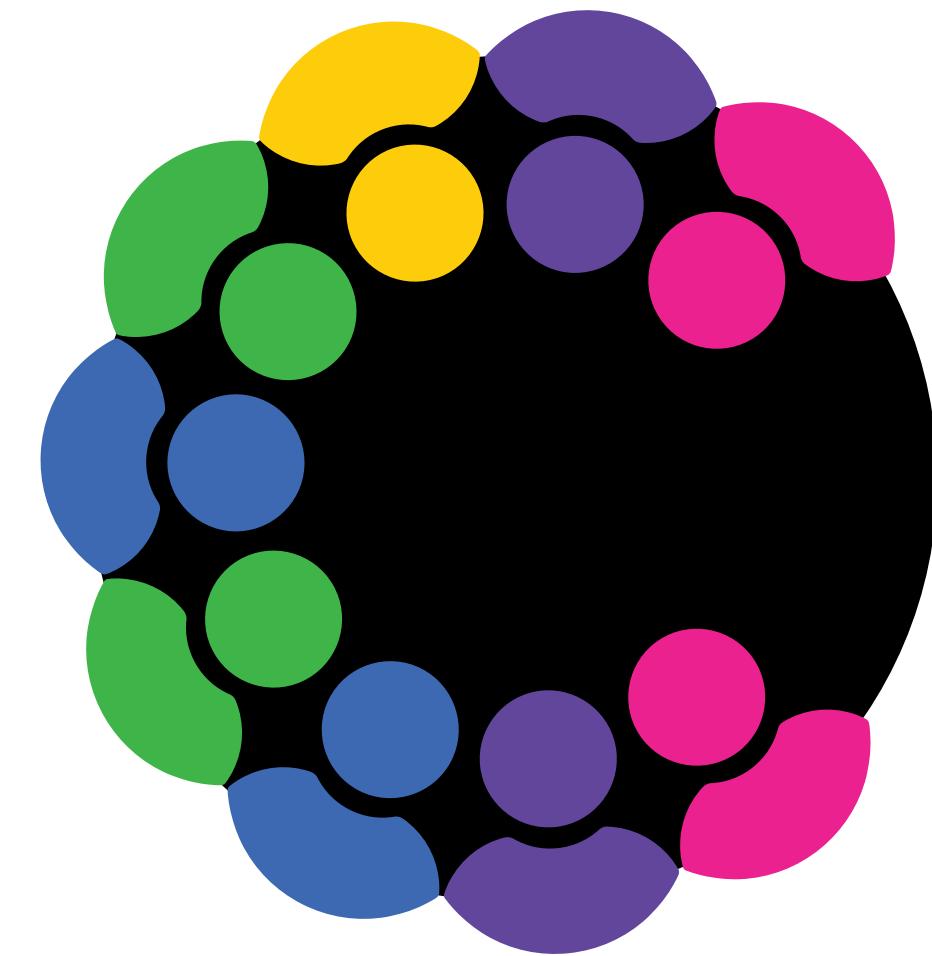
Primary Logo



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Primary Logo at 1"

**Option 2d  
Color Version**



**CREATIVE  
CO-LABS**

## Option 2d Color Palette



## Option 3

The bubble-wrapped letters, enveloped in a strong rectangular background, are a modernized take on the everyday metro sign—evoking a sense of adventure, an embarkment on a journey, and the infinite crossing of paths.



Primary Logo at 1"



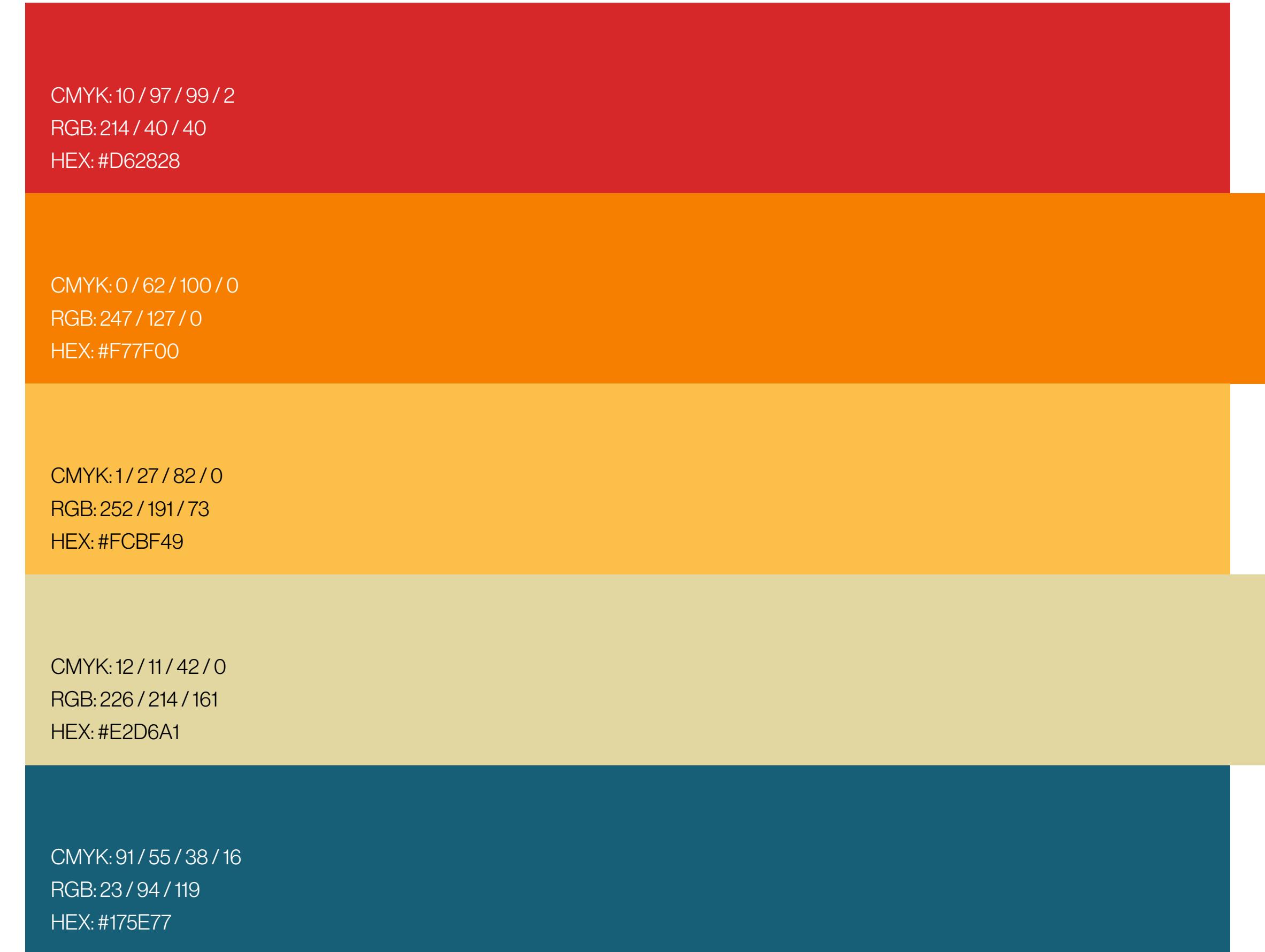
Primary Logo

# Option 3 Color Versions



# Option 3

## Color Palette



# Option 3 Application



# Thank you.