

Logo Development

Nurturing

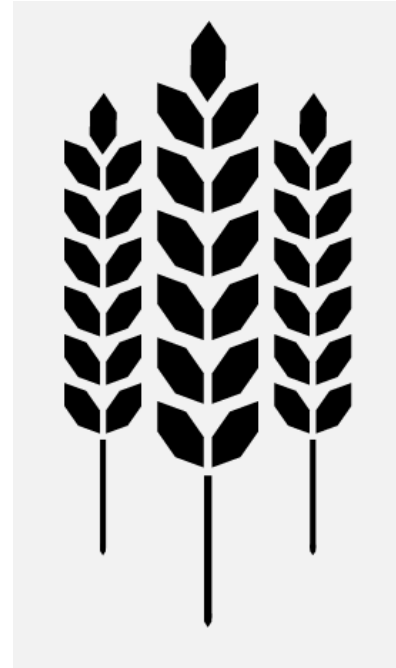
Support

Family

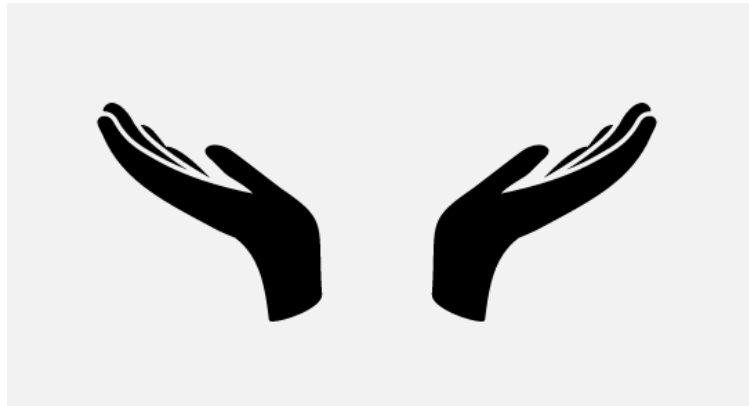
Children

Granary

Storehouse of grain

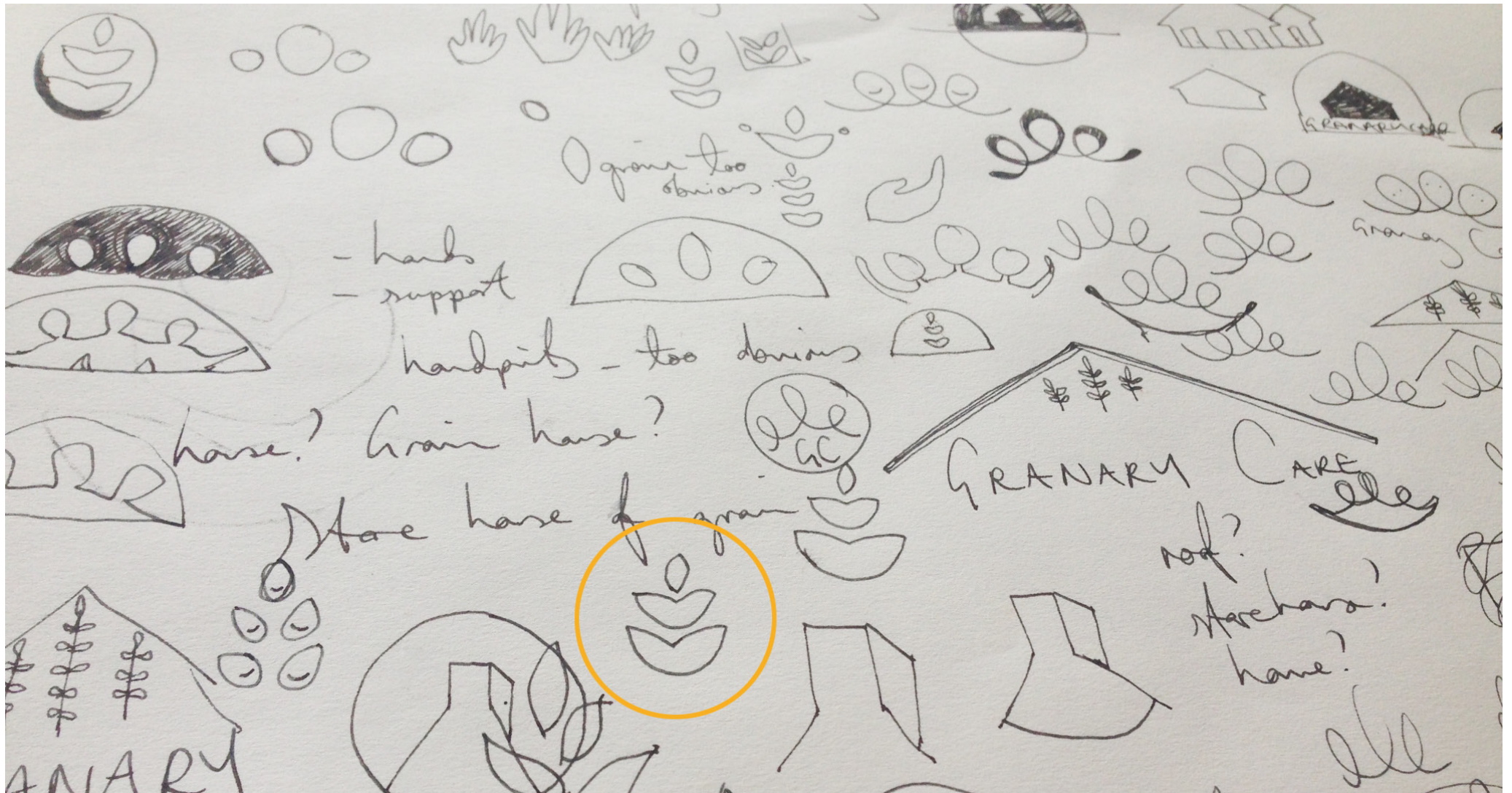


Initial inspiration from wheat and barley logos

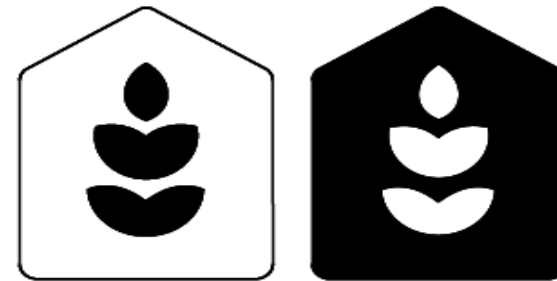
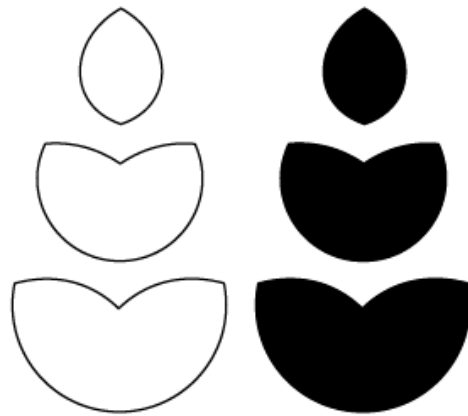
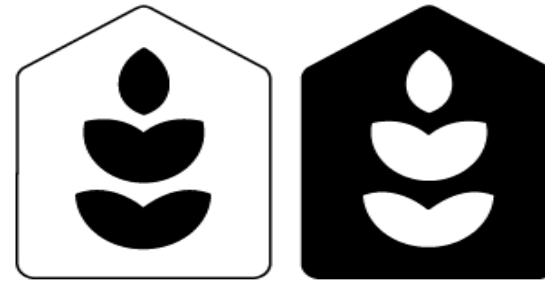


Although we were leaning towards a hands-as-grain logo, we found that hands were too closely associated with charities





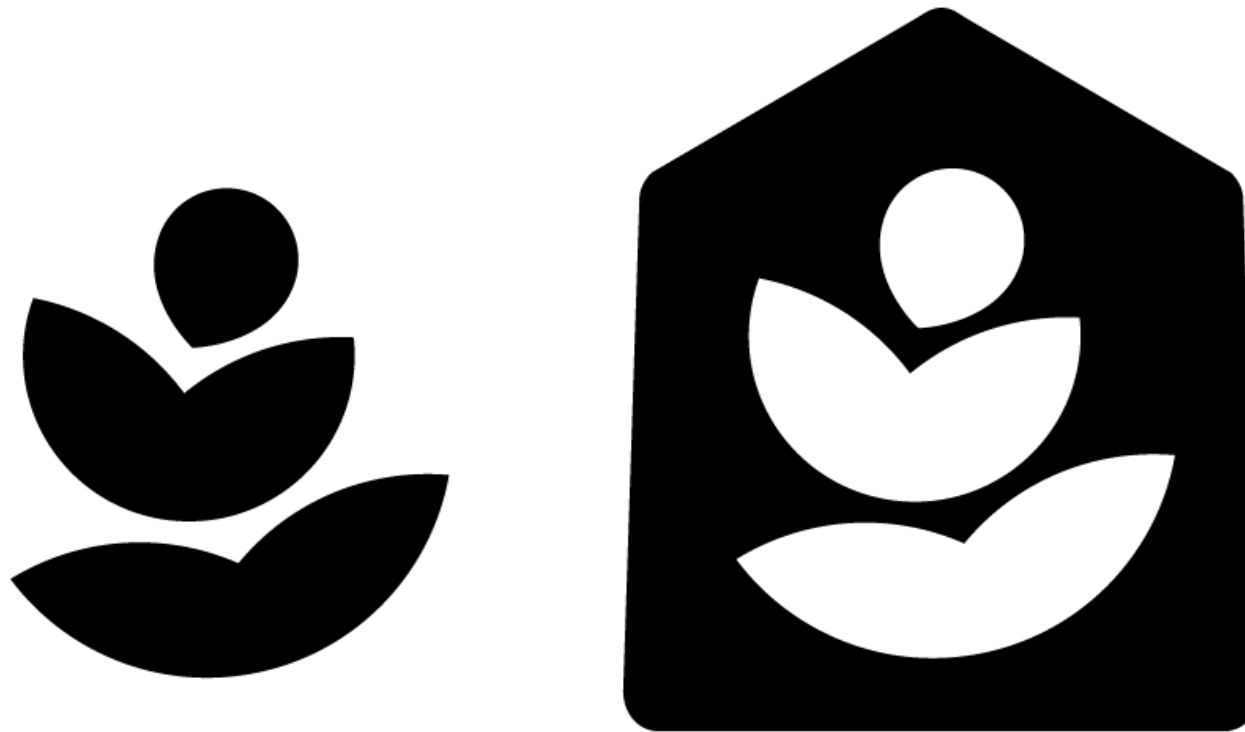
Exploring the image of wheat, making the seeds more rounded and heart-like



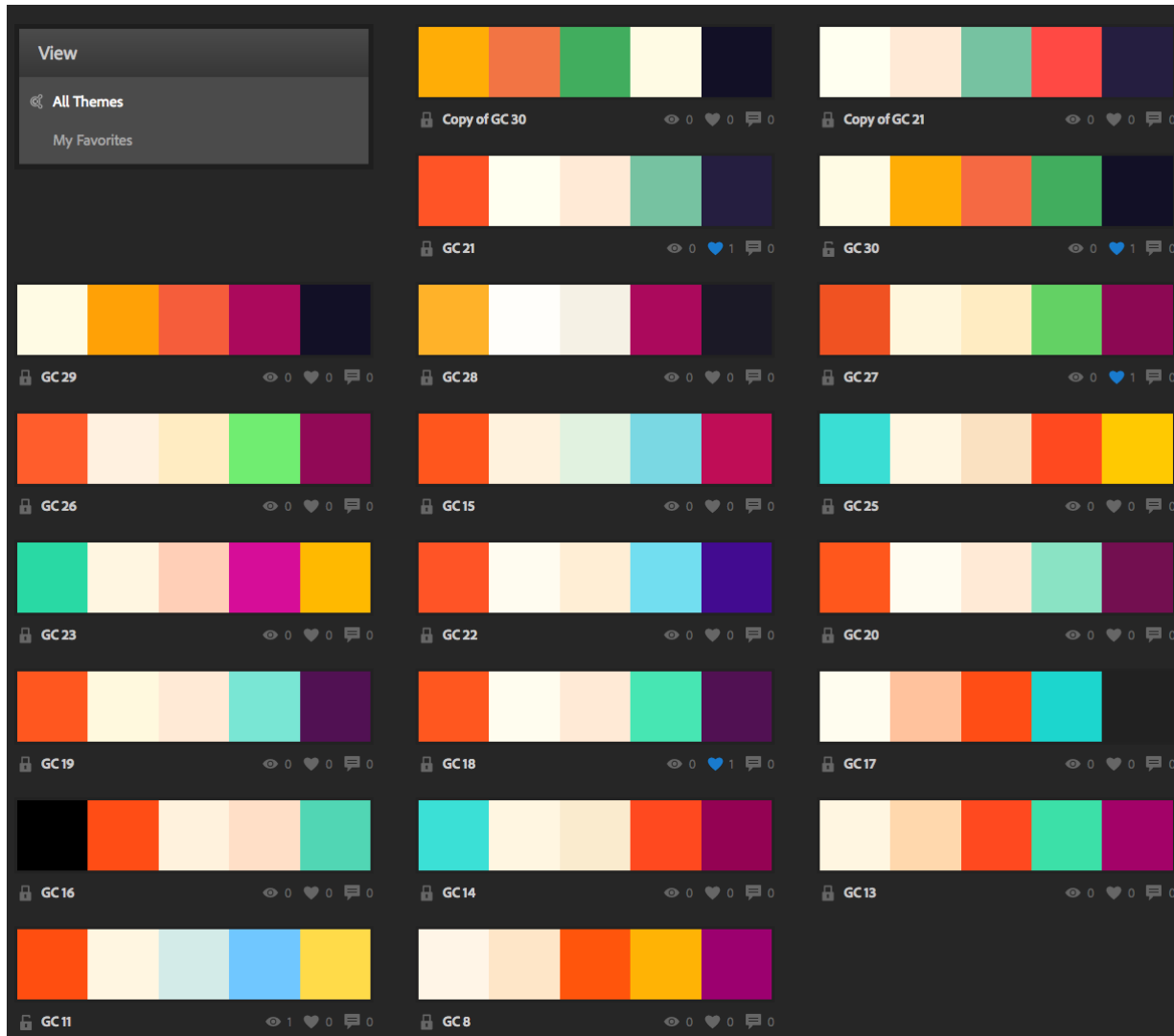
We began to abstract the shapes creating rounded, heart-like shapes but also some that resembled a human figure



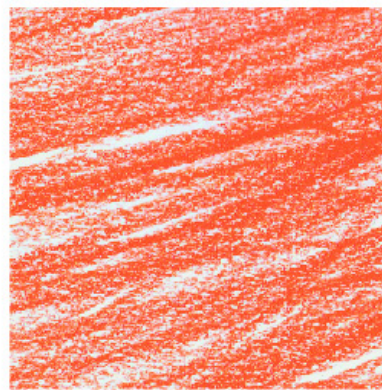
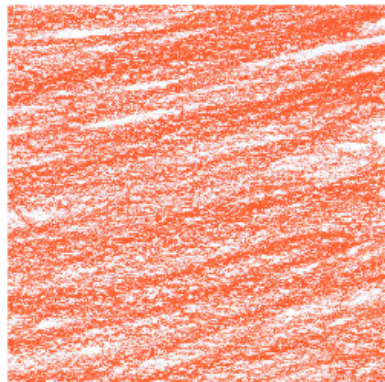
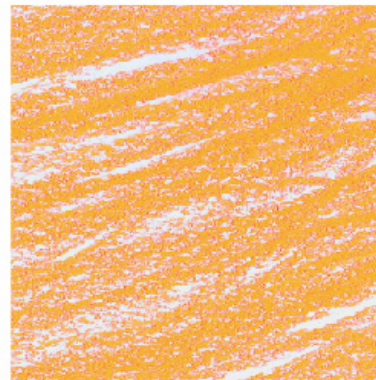
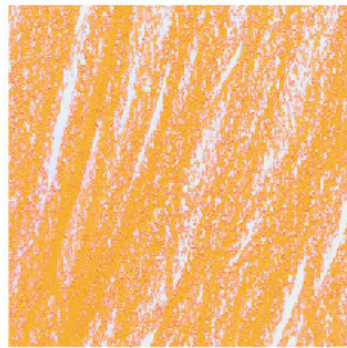
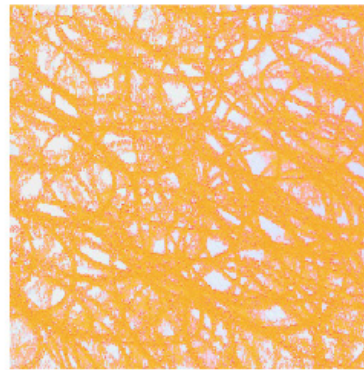
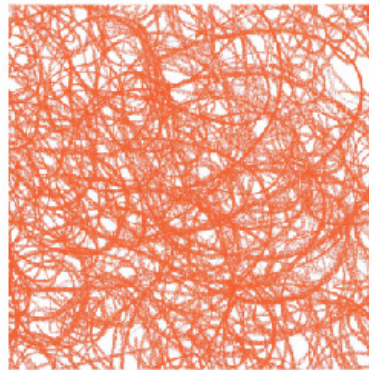
Recreating the shapes using circles inside circles creates a sense of structure whilst rotating them gives a sense of movement and a bit more character



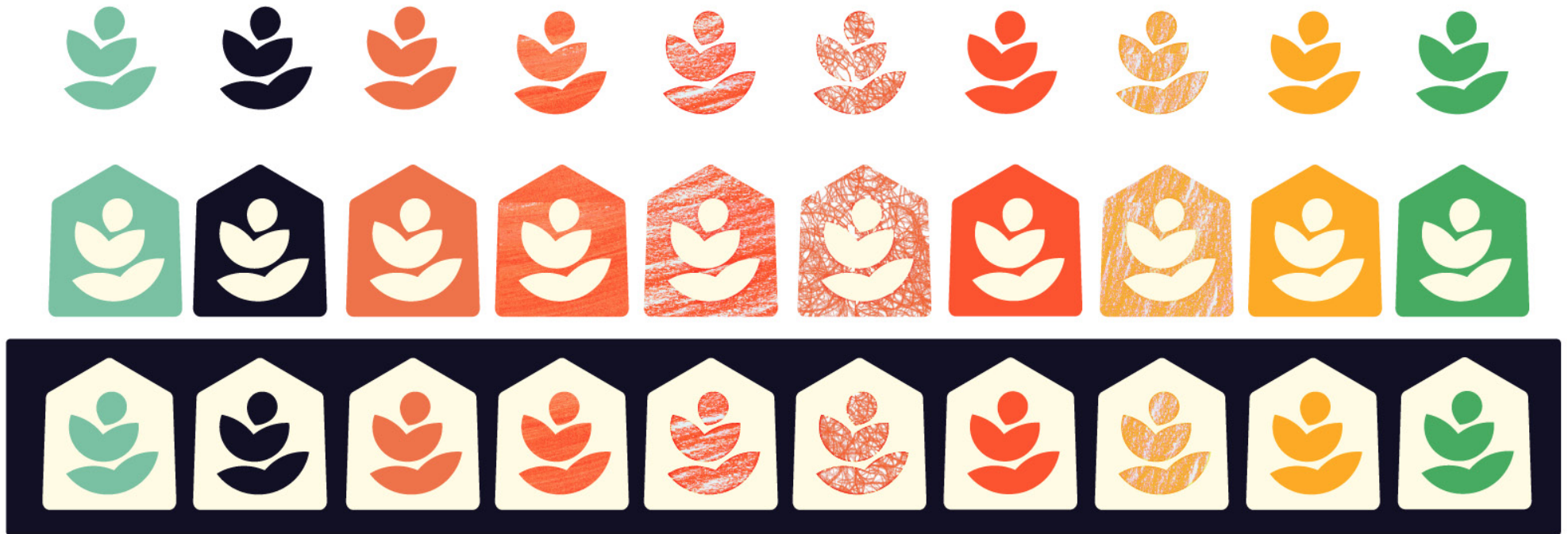
Changing the angles of the house to give a more friendly feeling, for use under Mother & Baby and Nanny Agency (services which centre around the home)



Possible colour palettes



Textures for Granary Kids



Orange = Energy, Happiness, Vitality

Green = New beginnings, Abundance, Nature

Yellow = Happiness, Hope

Granary Kids

Granary Nannies

Granary Care

Granary Mother&Baby



GranaryCare

Nurture Second Nature



GranaryCare

Nurture Second Nature



GranaryCare

Nurture Second Nature



GranaryCare

Nurture Second Nature

Ideas for Granary Kids



GranaryCare

Nurture Second Nature



GranaryCare

Nurture Second Nature



GranaryCare

Nurture Second Nature



GranaryCare

Nurture Second Nature



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Nurture Second Nature



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Ideas for Granary Nanny Agency



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Ideas for Granary Mother&Baby