Business Logo

A business’s logo is part of the foundation of its brand, and represents the organizations identity in the marketplace. A good one will foster brand awareness & loyalty. As such, I think it important to consider rebranding the business logo. My initial thoughts in seeing the Watari logo was that it didn’t convey the maturity and seriousness of what the organization stands for. Again, this is my personal perception. I have put together a couple ideas just as a starting point, focusing on simple designs, with soothing color palates. I have limited experience with graphic design, so I used a logo generator to create these:

|  |  |
| --- | --- |
| **1.** | **2.** |
| **3.** | **4.** |

Please let me know your thoughts.