

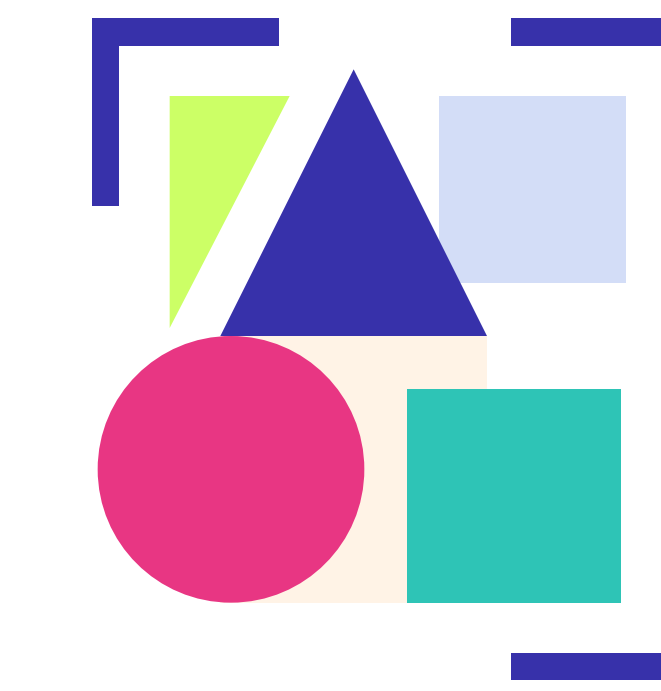
Duffle Logo

1. Should look like CNAB, incorporating the color scheme or shape bundling from that logo in some way.
2. Should look distinctly like a duffle bag.
3. Should be scalable enough to work as a square icon.
(ie in VS Code, as an avatar in Slack webhooks, favicon, etc)

2. Simple bag icons.

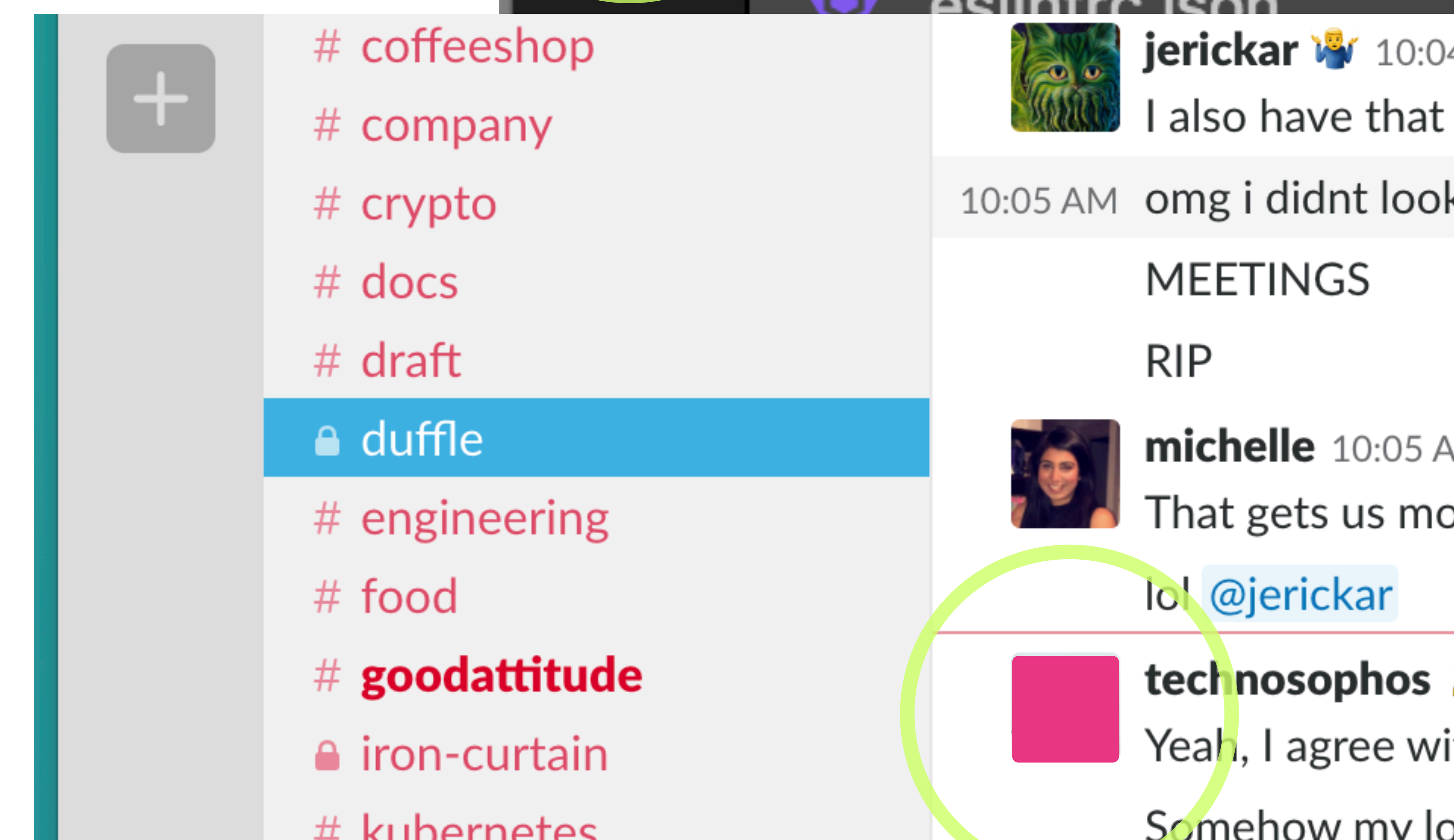
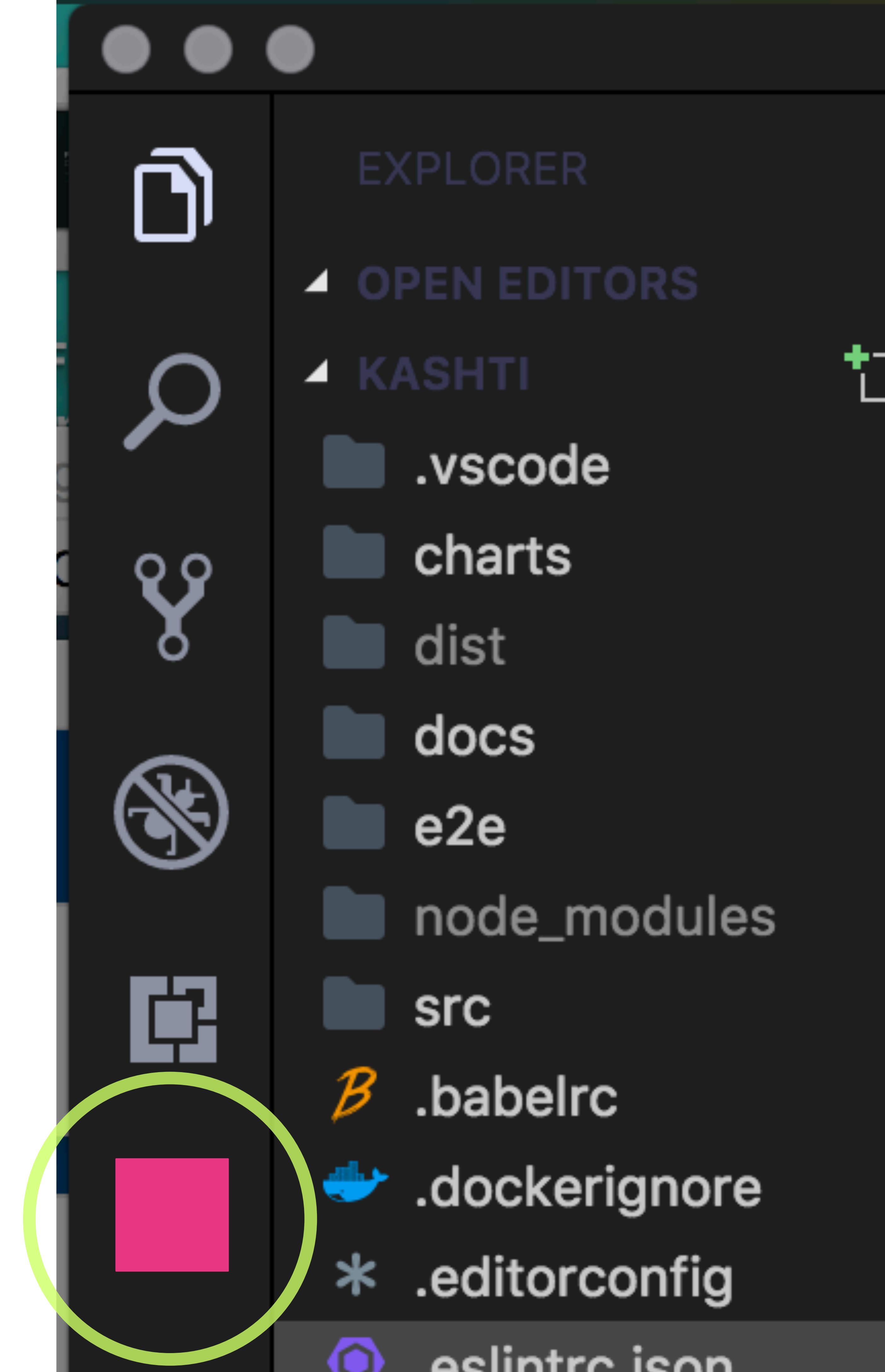


1.



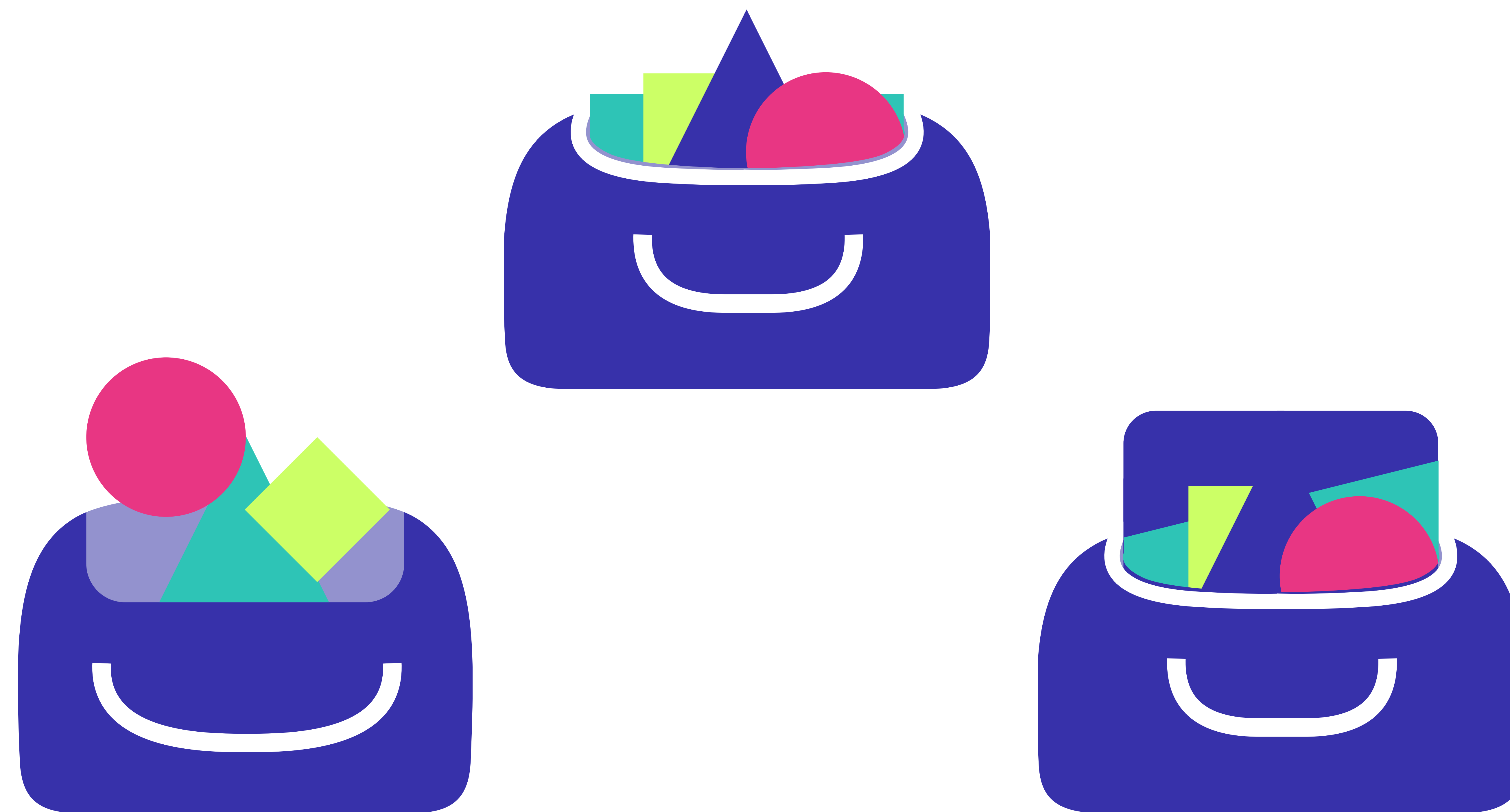
CNAB

3.



First Spike

Making different bag shapes, incorporating straps and shapes using the CNAB colors.

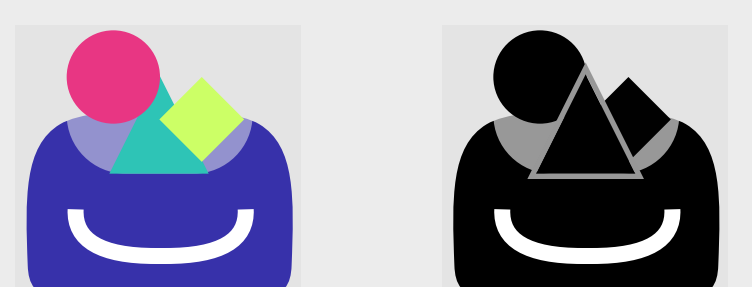


NOTES:

These are friendly / playful, but IMO don't really look like a bag. Possibly a bit confusing.

Also hard to shrink to an icon size:

ICON



Clearer Bag

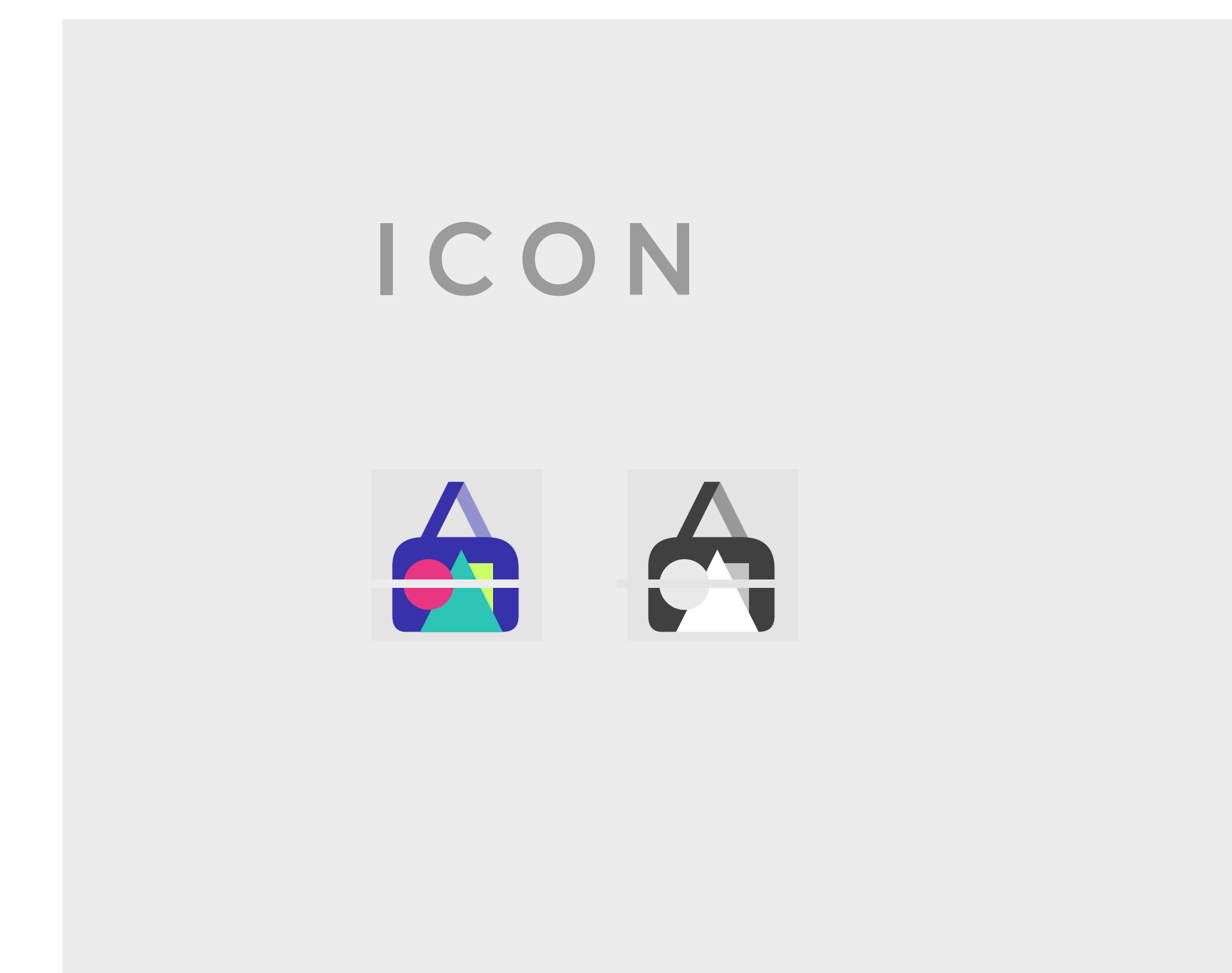
Some iterations looked more like backpacks or briefcases; so I narrowed in attributes to make for a clear duffle bag icon.

- * top corners should be more round than bottom
- * strap should continue over outside of bag
- * strap should not look like a handle (too briefcase)

NOTES:

Overlapping looks cool and CNAB-like but doesn't scale down well. Also means stronger dependency on full-color; harder to have a monochrome version that is effective.

Having the shapes apart makes for clearer contrast definition, and implies packing / unpacking, like those travel gear layout photos.



Finalizing Logo

- * simple bag shape, scalable
 - * duffle but more 'square'
 - * rounded corners
 - * straps, not handle
- * shapes inside the bag, but apart
- * uses CNAB color, but should still be distinct when logo used in B&W

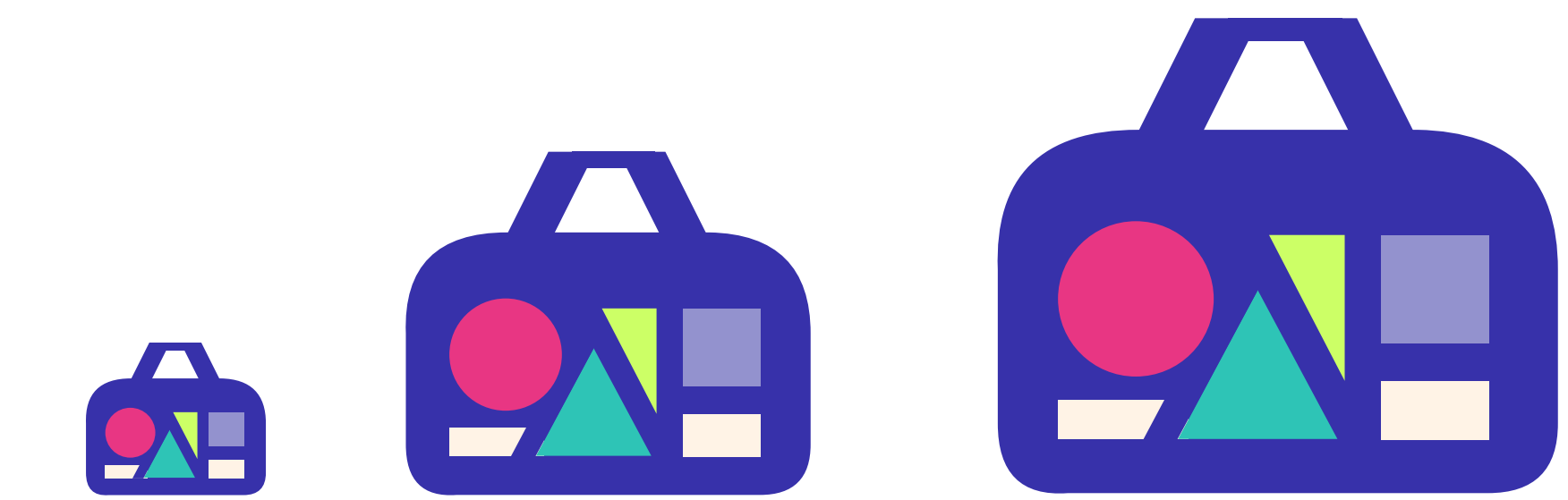
Wordmark

Typography to be used in full lockup - not as common as the main icon above.



DUFFLE LOGO

Normal mode



SMALL ICON



MONOCHROME

Duffle

duffle

duffle

Duffle

duffle

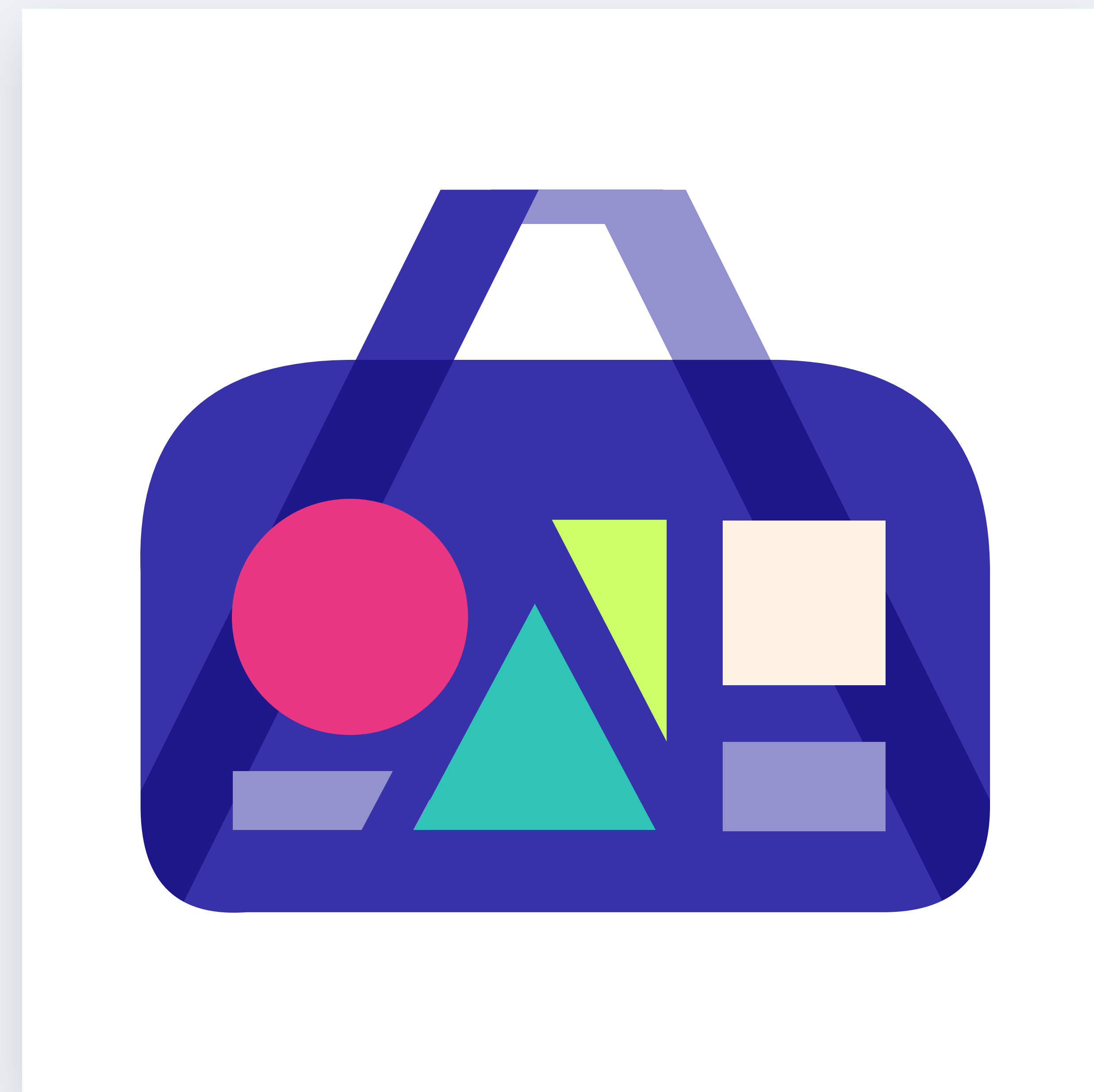
duffle

Duffle

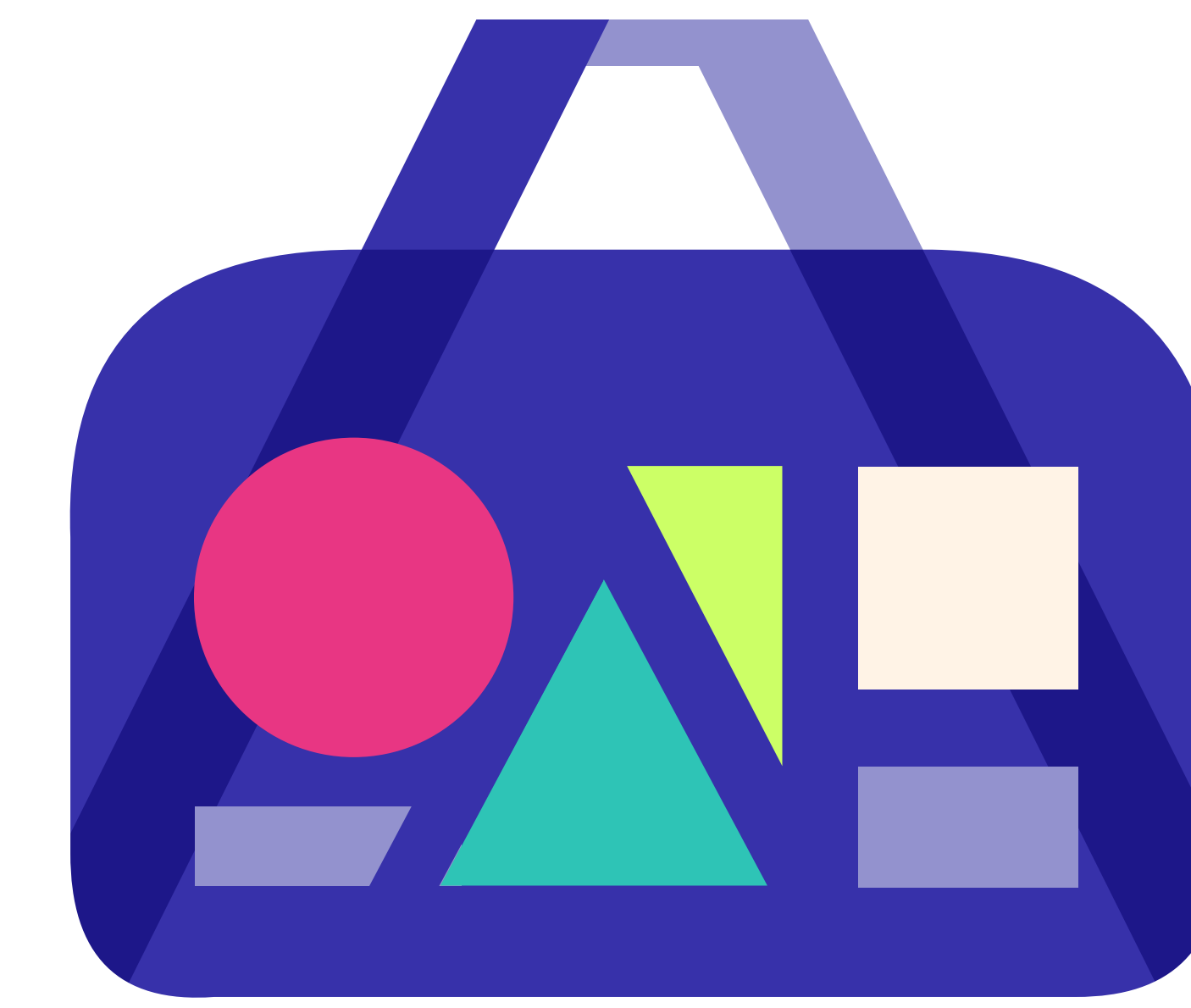
duffle

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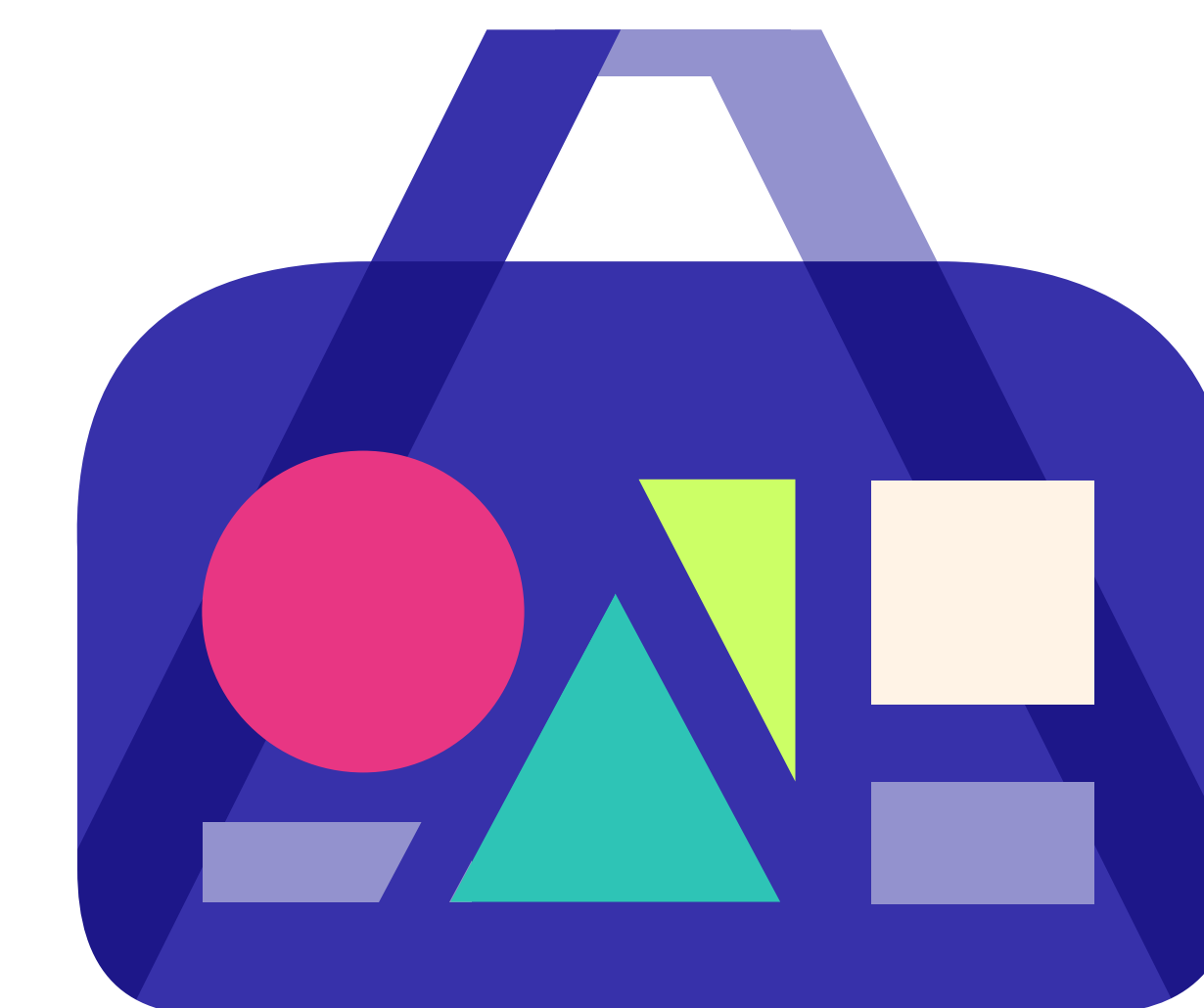


Logo Final



duffle.

Vertical &
horizontal
logo layouts.



duffle.