BILLY BEER

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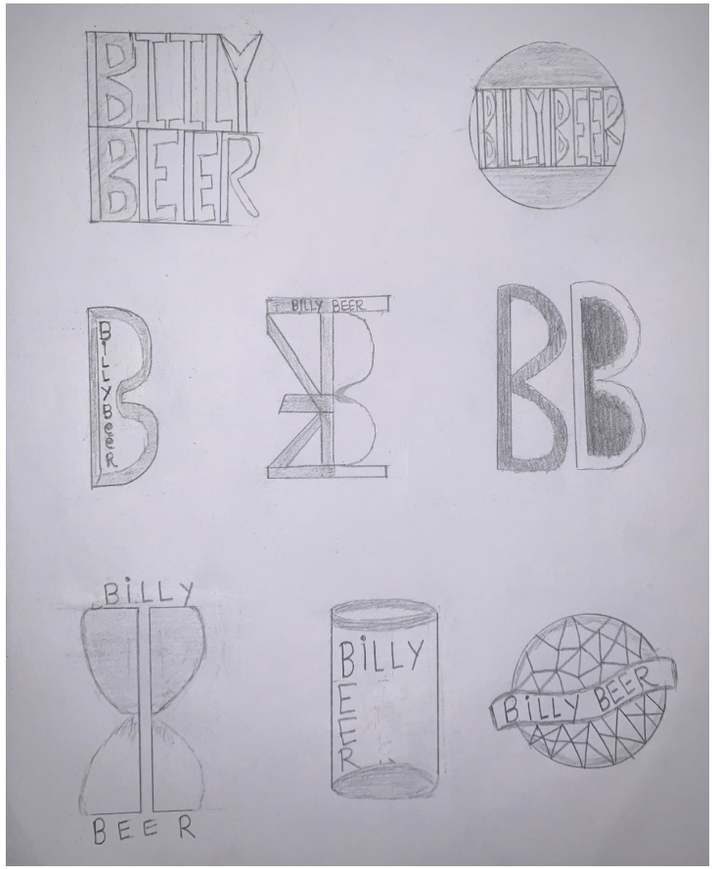
LOGO SKETCHES



Here are some Skecthes to our Logos for the brand we have chosen “Billy Beer” for Final integrated project.

To create aa new logo for our brand, we go through several distinct ways to dmake a logo for this brand of a beer.

Ekam & Om

LOGO SKETCHES

GREY-SCALE Logo

Black And White Logo

COLOR

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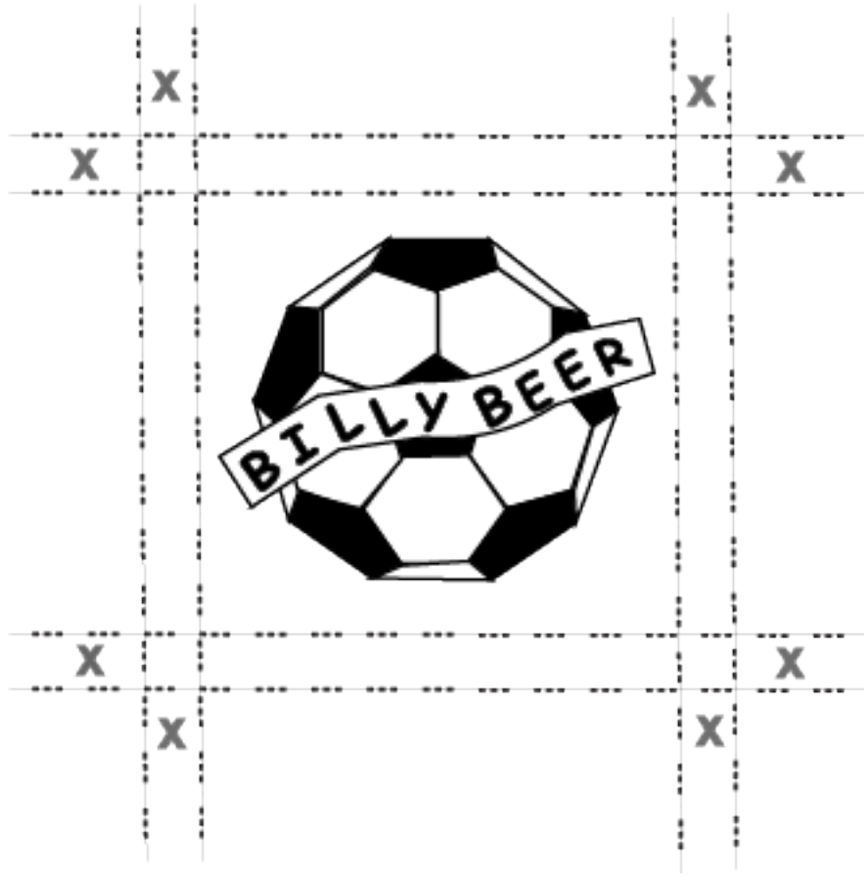
LOGO

Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clear space is to ensure that a logo maximizes visibility and impact.



Representation of Logo

Here, the logo is displayed in two distinct sizes i.e., 48px and 192px.

48px (5”)

192px (2”)

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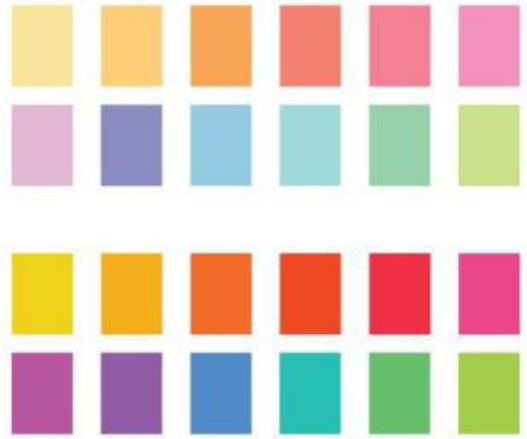
Case Study Of Color



A gradient is a gradual transition from one color to another. It allows designers to create almost a new color.

Gradients make objects stand out by adding a new dimension and realism to a design. Simply put, gradients add depth to an image.

We can also refer to gradients as color maps since the color scheme varies along the gradient as opposed to solid colors which only have one HEX code.

Typography

A contemporary sans serif design, Arial contains more humanist characteristics than many of its predecessors and as such is more in tune with the mood of the last decades of the twentieth century. The overall treatment of curves is softer and fuller than in most industrial style sans serif faces. Terminal strokes are cut on the diagonal which helps to give the face a less mechanical appearance. Arial is an extremely versatile family of typefaces which can be used with equal success for text setting in reports, presentations, magazines etc, and for display use in newspapers, advertising and promotions

arial regular
& italic

ab

ab

arial black regular
& italic

ab

ab

helvatica regular
& italic

ab

ab

comic sans regular
&bold

ab

ab

TYPES OF STYLE:

1. Regular
2. Bold
3. Italic
4. Bold Italic
5. Exta-bold

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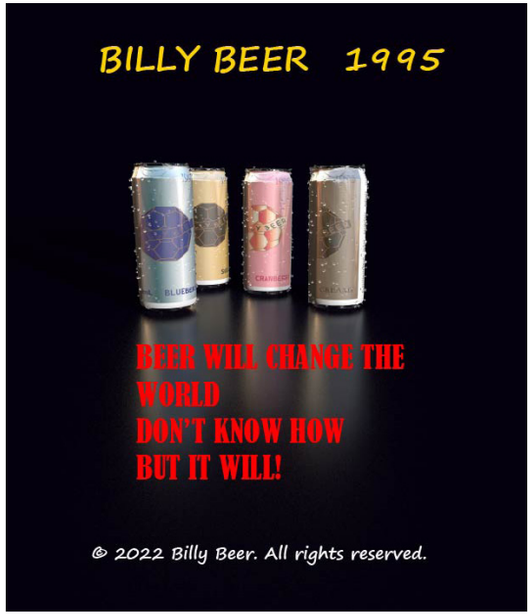
Photographs



Package Template

Ekam & Om

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