

# Skydrate

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## Logo Direction 01

The inspiration for this direction was a water faucet to represent how the company cleans the rainwater after it is collected. Using a bolded serif type and italicizing it conveys the message that the product is progressive, rejuvenating, and strong.

Thickening the darker letters from its original look highlights that established look, and keeping the letters lowercase makes the product feel more trustworthy.

The icy blue emphasizes the sky, since the source of your product is the sky itself. Then the darker blue gives the feel of deep hydration, with the teal allowing the water droplets themselves to stand out.

*skydrate*

*skydrate*



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## Logo Direction 02

The inspiration for this direction was a sprinkler or water spout. I wanted it to feel as fresh and hydrating as something like a sprinkler could be on a hot day. That freshness and hydration is also what this product is about: having water from the most natural source.

Using the same type and italicization, I decided to keep the darker letters thinner to create a sleeker design. This makes it a bit more playful but also modern.

*skydrate*  
*skydrate*



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## Logo Direction 03

The inspiration for this direction was a the sky itself, with the suns rays peaking out from the bottom of the logo. This creates an almost glimmering affect, showcasing the bright and modern tone of the brand. The lines themselves will also lead the cutomers eye to the brand information, which is essential.

It also brings movement to the logo, like rain in a rainforest or runoff into the collection method for the water itself.



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