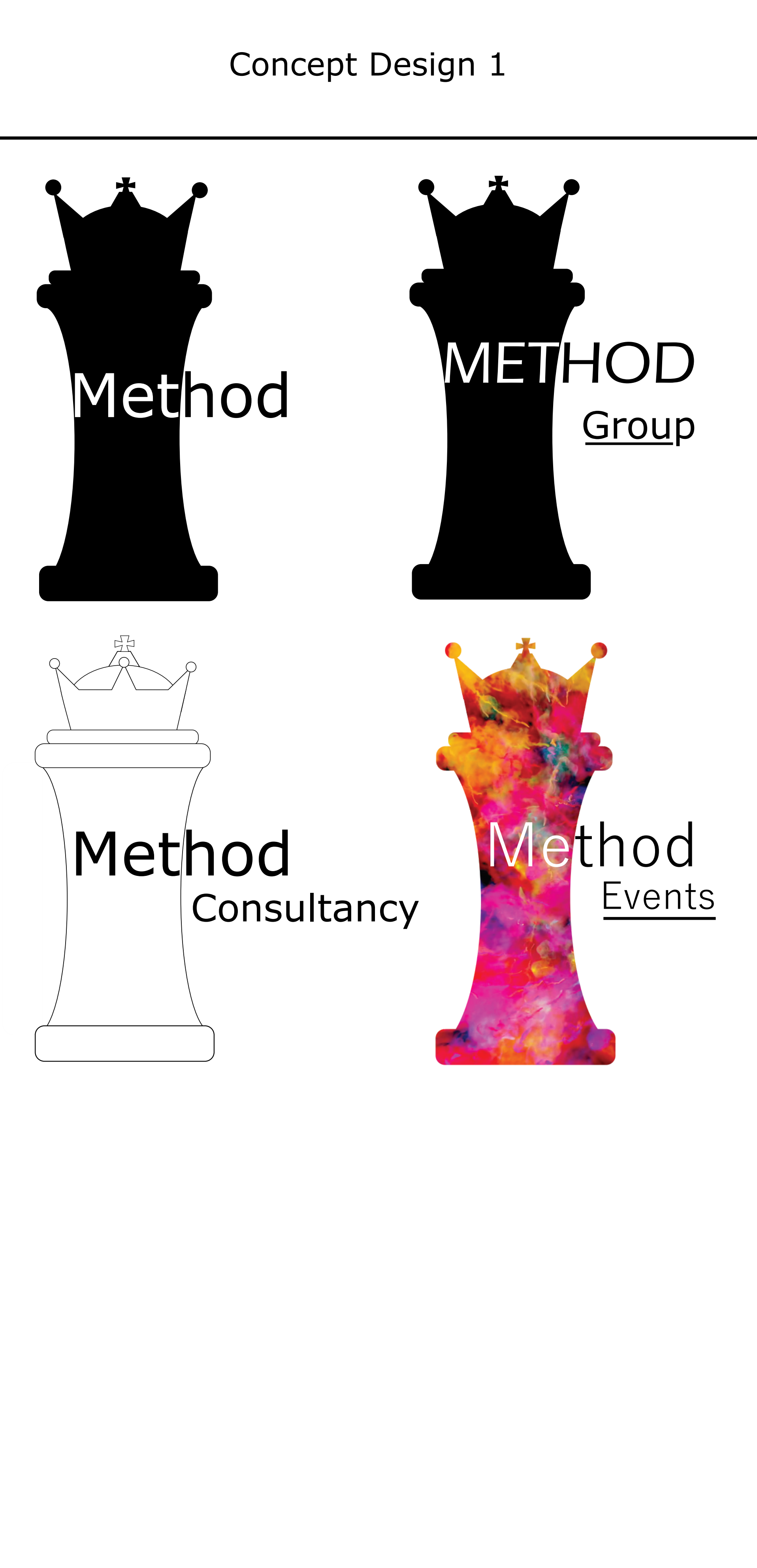
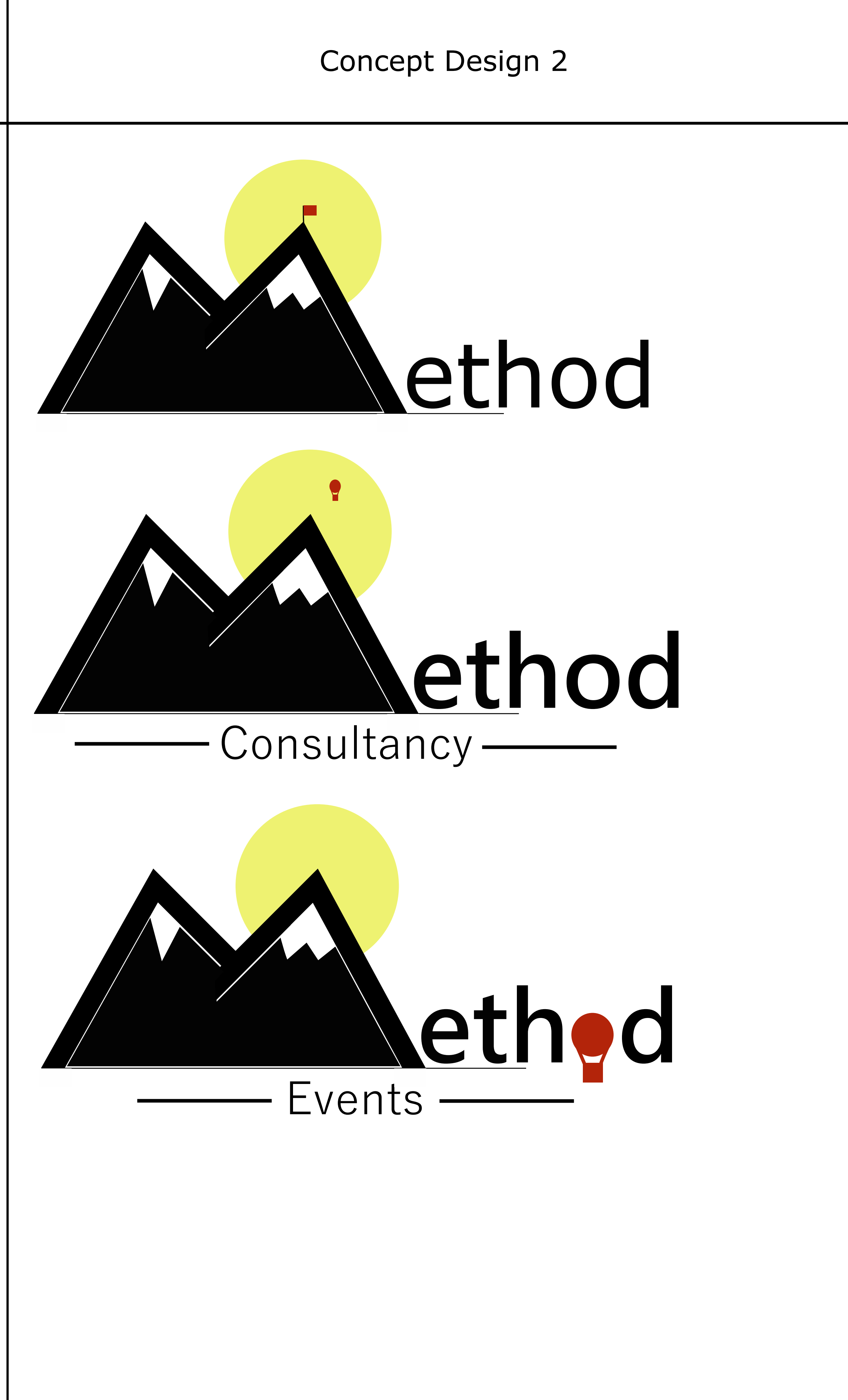
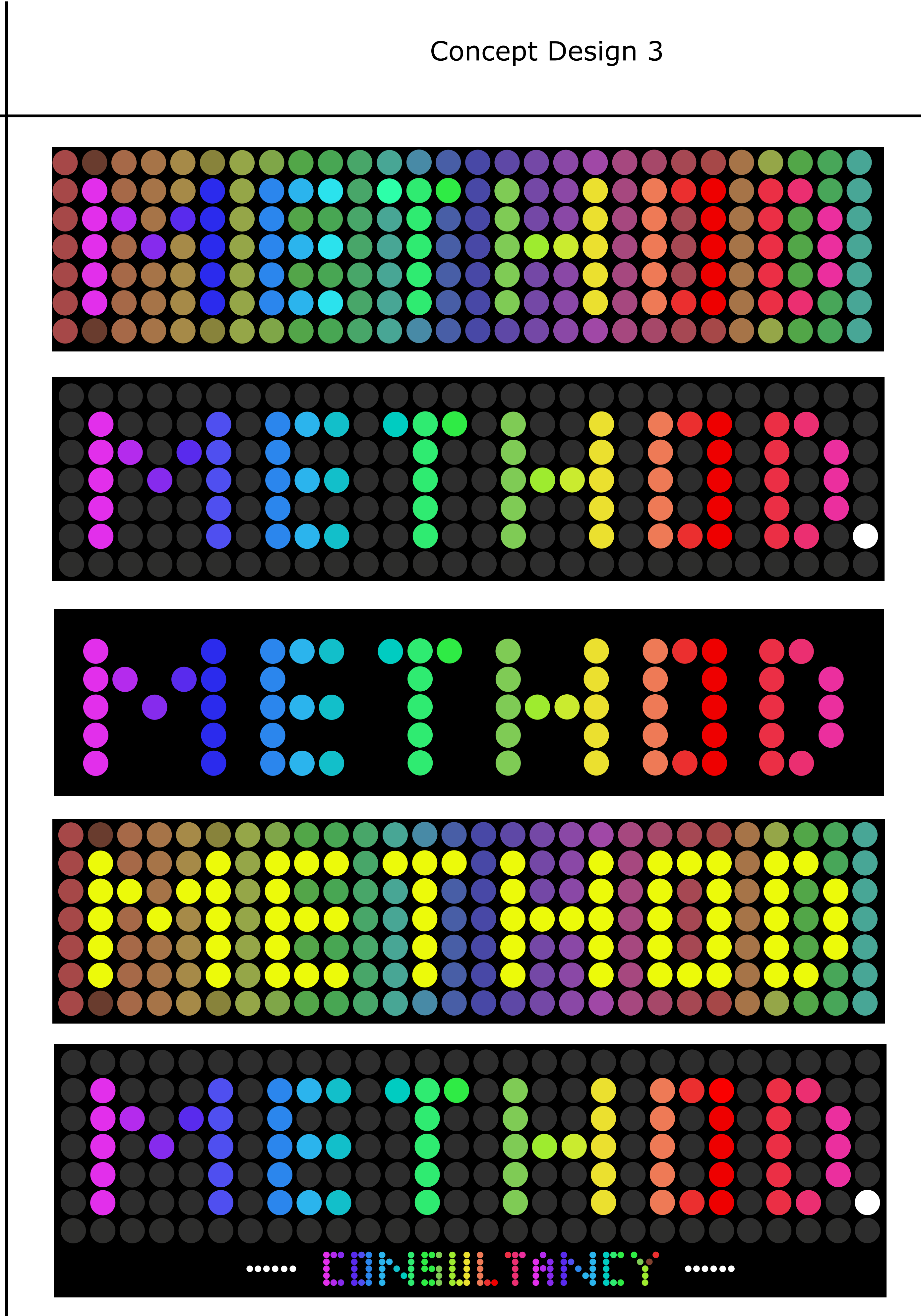
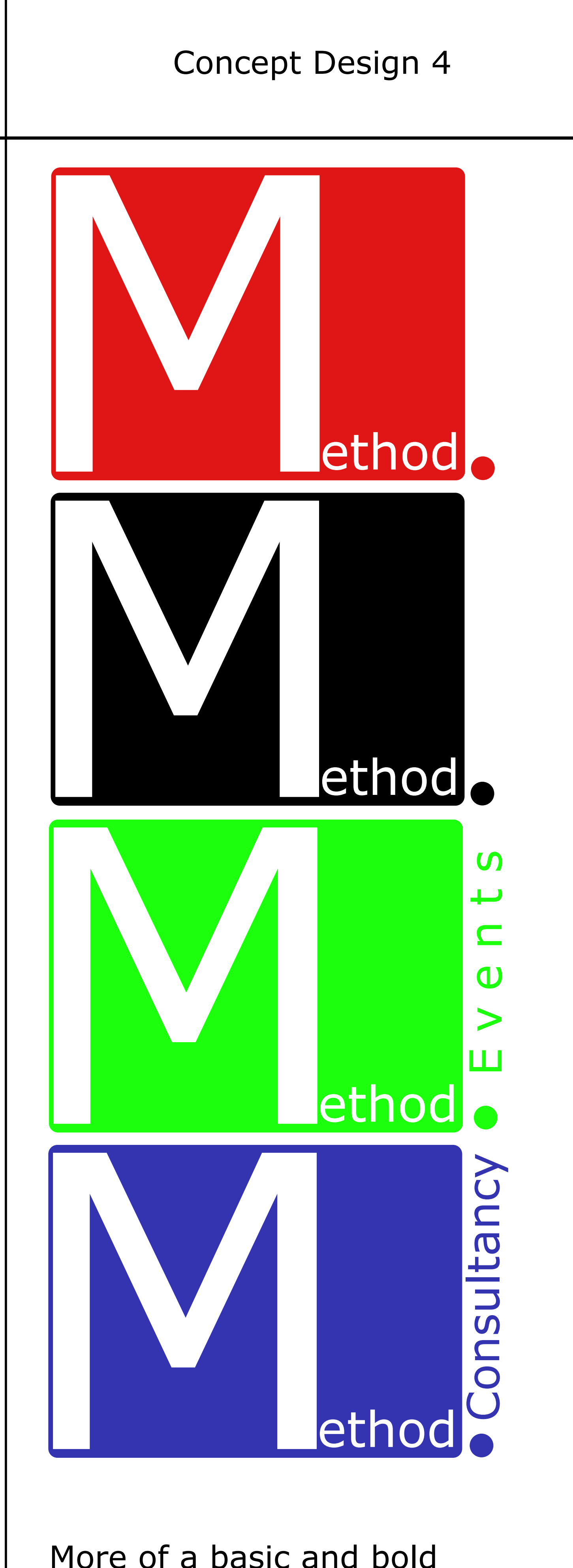



Concept Design 1	Concept Design 2	Concept Design 3	Concept Design 4	Concept Design 5
 <p>Based around the idea of the company brief which mentioned strategy. I played with the idea of a chess piece but knew this had been used so used other ideas to make it as unique as possible to differentiate.</p>	 <p>Based this design around the letter M so had this as the focal point. Idea behind this being that the company is to be represented by the second peak. The different one that stands out among the others.</p>	 <p>For this section I wanted to experiment with colours. Got inspiration from a logo I saw based on dots. Thought this would be unique logo in this industry and would stand out whilst still looking professional.</p>	 <p>More of a basic and bold approach to the logos but thought I would demonstrate that I can do something more simple yet professional.</p>	 <p>The final design is much more experimental and abstract. Based this logo on something I had seen done but in a different way. It may not be 100% the brief but I thought I would experiment with shapes and colours, as well as giving the director of the company another angle which they may not have thought about. It is safe to safe this is a very unique logo within this industry.</p>