

OPTION 1

Bold/flat style wordmark with adapted stock
illustration



honestystore



OPTION 2

Vintage style wordmark

HONESTY



honesty

Honesty

Honesty

HONESTY

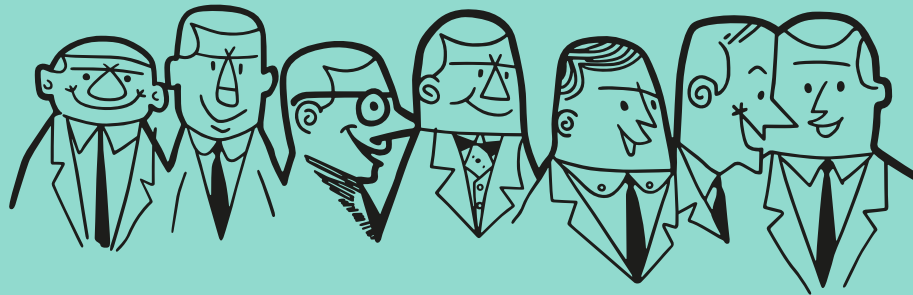
Honesty



HONESTY

HONESTY

Could be complimented by retro 50's style stock
imagery & illustrations



OPTION 3

Frontage font family

• HONESTY •

Frontage Condensed
font family

5½ POUND
OPEN
BREAD AND BUTTER
MR WALKER

VIN·BIÈRE·CAFÉ·THÉ
BARBER AND CO
SELF SERVICE
LA MAIRIE DU 10^{ÈME} ARRONDISSEMENT
SAUSAGE
SPECIALITIES