

NutrientStar

Revised Design
Concepts

v.3 | 7/22/15



CHOSEN CONCEPT



NutrientStar

PROS

- Confident, authoritative, masculine
- Unique color scheme
- Distinct composition makes it instantly recognizable from other logos using an 'N' or star imagery:



CONS

- Partial star shape could be confusing, could be misread as a sombrero or sailboat
- Similar to Obama Campaign logo and Encirca logo



REVISION 1



NUTRIENTSTAR

REVISION 1

Alternate Text Options



NutrientStar



NUTRIENTSTAR

REVISION 1

Roundel Options



REVISION 2



NUTRIENTSTAR

REVISION 2

Alternate Text Options



NutrientStar



NUTRIENTSTAR

REVISION 2

Roundel Options



OTHER OPTIONS



These other logos could also be paired with any text or roundel options.

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