

Using the black, it creates an outline for a white arrow. Keeping a blocky concept, it uses negative space to assume the existence of a white arrow.



This a great logo utilizing negative space to create the shape of a spoon with the outline of a pen. It brings 2 different concepts to the logo.

The artist(s) used black to create the darkest features of a panda, then letting the negative space create a white color to fill in the rest of the image.



This logo uses rectangles/squares to create the concept of a 4 looking shape. It creates a strong barrier for each edge to ensure that the concept is understood but also shows it's strength.



Keeping it simple, Nike uses a single color to create their logo of a checkmark. It brings a sense of "getting things done" and willingness.



This logo uses a simple outline of a bullseye to market for the store of "Target", while being a target. Creative and shows they're "on point"

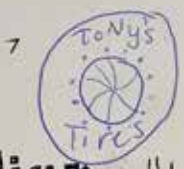


Pinterest uses a circle to create it's logo, it creates a P with the negative space of the black circle. The negative space implies a "pin in it" hence the pin concept they use.

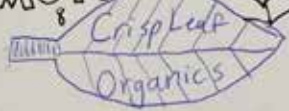


Shell uses a detailed shell as it's logo through the use of different thickness for the black border emphasizing the difference.





5 STAR MOTORS



10 **BLINK**  
Glass

11 Leaf Cafe



12 AE = Solution



17 SLIGHT TURN SYSTEMS



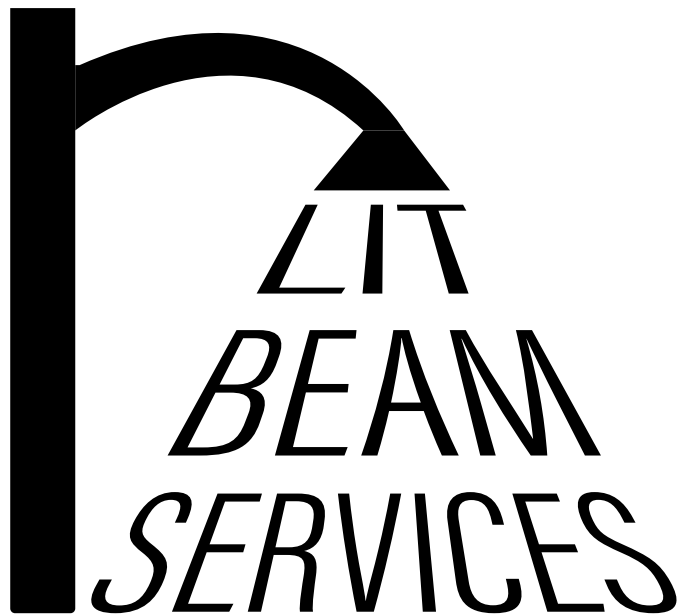
20 ECHO WALLS



22 **VIVID NEST**



25 **Elevate Energy**



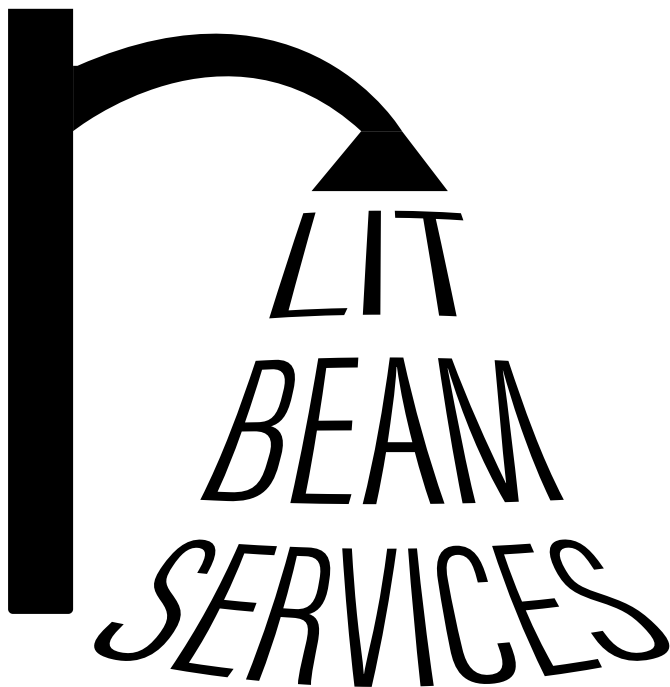
**ST★R**

**MTRS**



**STAR**

**MOTORS**



**ST★R**

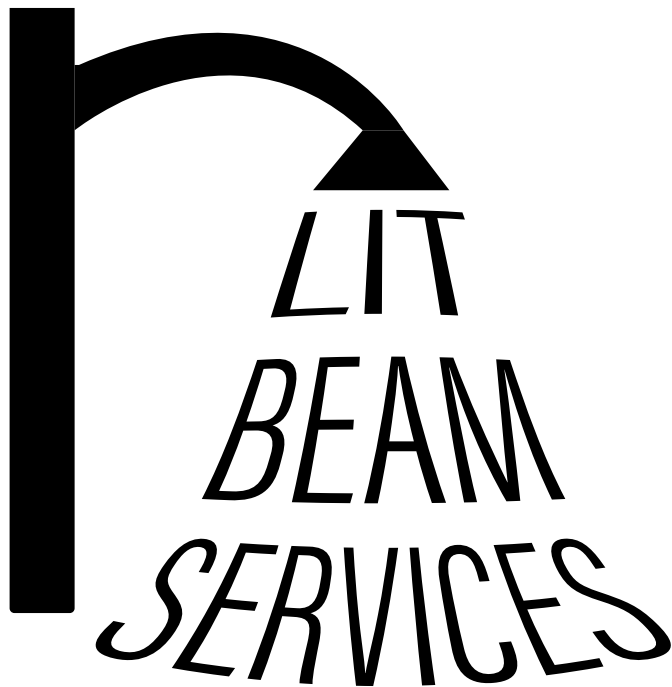
**MTRS**





**STAR**

**MOTORS**



**ST★R**

**MTRS**



**STAR**  
**MOTORS**



**STAR**  
**MOTORS**





**STAR**  
**MOTORS**