

Stay Cool Campaign Process Book

Preeta Hopwood, Spring 2020

First Moodboard.
Focus on natural
imagery and cool and
breezy feeling.



Second Moodboard. Unlike the first, focuses on brighter colors and the conflict between warm and cool. It also shows an emphasis on pattern and organic line.



Logo

STAY
COOL
STAY
COOL
STAY
COOL



**STAY
COOL**

Initial logo sketches. Shows differences of leading and kerning. It also shows a rough of an abstraction that is later developed more.

The next version of the logo had a change of abstraction within the letterform and the addition of an umbrella.



Final version of logo. The abstraction within the letters are now entirely blues and greens that more distinctly contrast with the orange umbrella. The shapes are also larger and have less straight lines.

