

VIOLET & WILDE  
LOGO DESIGN

# INTRODUCTION

## THE COMPETITION

Create a logo for a fine art photography gallery (99 Designs).

<https://99designs.com/logo-design/contests/create-logo-fine-art-photography-gallery-399792/brief>

We have designed and partially built a website at:

<http://www.violetandwilde.com>

See also the attached landing page and product page designs. Our previous logo doesn't work and so we'd like a redesign. The logo should still suit the current site as the site won't be redesigned. Note can be taken of the attached Brand Portrait (ignoring the old logo), as there is some direction included in the way of colours, feel etc. The logo should appeal to a broader audience than the typical fine art gallery but should not cheapen the brand. We like the 88 Hotel logo attached and feel there might be a middle ground between being too fancy and being too cheap. This 88 logo is not definitive and other options are welcomed although we would like to see variations on the 88 logo too. The name should be the most important bit although the icon would also be nice (as in 88). The 88 circle icon might be a little too posh so perhaps a variation on this to suit the current website feel. Good luck and Have fun!

## THE WHY

I wanted to design something modern and sophisticated.

I was intrigued by their company's ideals.

The design guidelines were detailed and informative.

I was inspired by their color scheme and website mockups.

# BRAND IDENTITY

## STYLE

### Design

Our minimalistic and clean design approach allows our customers to fully enjoy the artwork. We emphasize the art we promote and use extra visual details only if necessary.

### Concise

Our service and communication is efficient and to the point.  
We do not say too much nor too little.

How do our customers identify with our products?

1. Beautiful objects which surround and inspire them.
2. A way to be involved in the art market and be related to a "like-minded cultural".
3. A visual education and intellectual stimulation.

## COLORS & FONT

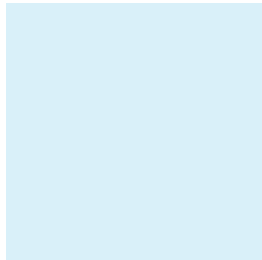


◀ Wilde Red

#F05252

Wilde Blue ▶

#D9F0F8

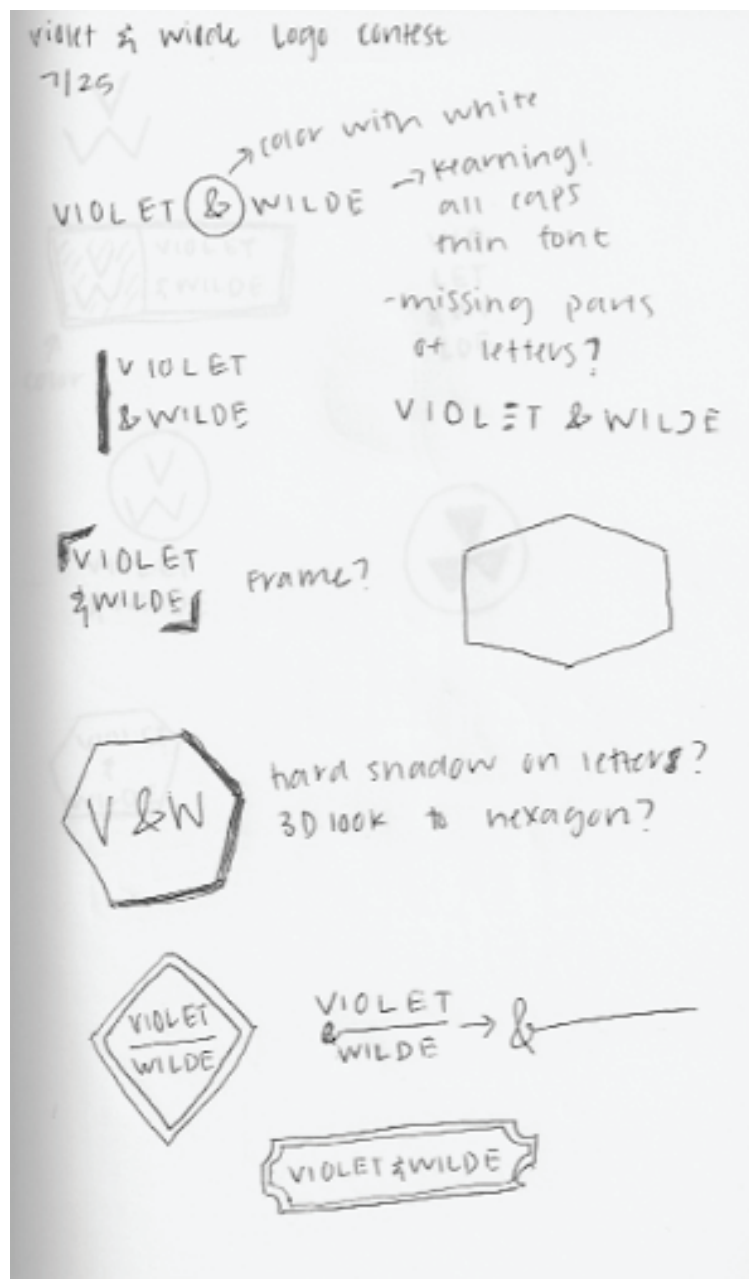


MAVEN PRO LIGHT

## WEBSITE



# SKETCHES



# PROTOTYPES

VIOLET & WILDE



# FINAL DESIGN

VIOLET  WILDE

## Create a logo for a Fine Art Photography Gallery

\$300

By anthonyaldred | [Submit design](#) [Watch contest](#) Share on: [Twitter](#) [Facebook](#)

1. QUALIFYING ROUND 4 DAYS

2. SELECT FINALISTS

3. FINAL ROUND 3 DAYS

4. SELECT WINNER

Accepting entries from all designers for another 23 hours

 Entries (46)

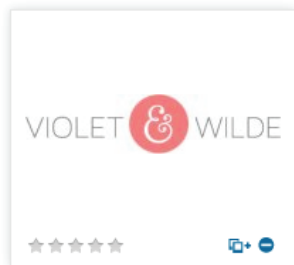
 Designers (22)

 Design brief

 Watchers (22)

Show [All](#) [All active](#) [Unrated](#) <sup>40</sup> [Rated](#) [Eliminated](#) [Withdrawn](#) [My entries](#)

Order by [Time](#) [Rating](#)



☆☆☆☆☆



knight.rachel

#46



☆☆☆☆☆



Cit

#45

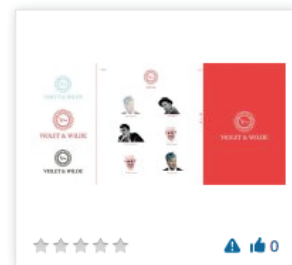


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creativeli

#43

VIOLET & WILDE

