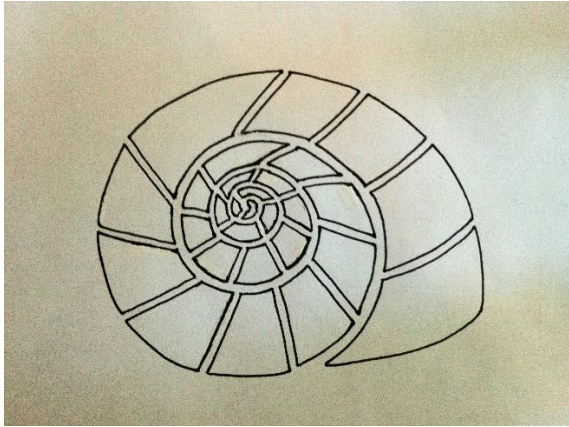


Logo Concept for Northern Moon Designs

The logo idea that I have settled on is a combination of the two images below. The first is a drawing that I did by hand, based on a photograph of a sea snail shell. I traced the image's general shape and then broke it into pieces. My plan is to learn how to scan this image into PhotoShop, cut out each of these shapes, and then fill them with the second image, a photograph of the moon.



I went through a whole bunch of logo ideas before landing on this one. Here are a few of the reasons that I thought this logo would be a good fit for my brand:

- I knew I wanted to incorporate a moon image into the logo somehow, because it's a beautiful image to play around with and it makes sense considering the store name.
- I have a strong interest in the history of jewelry-making and this often influences my choice of materials, styles, etc. The choice to incorporate a sea snail shell is in part due to my research in this area:
 - It is widely accepted in the field of archeology that the concept and use of jewelry is as old as humankind.
 - One of the earliest archeological discoveries of jewelry use was in Blombos Cave in South Africa, where they found about 70 sea snail shells that had been manually pierced and strung together into necklaces. These artifacts date back to the Middle Stone Age.
- The materials that I use to make jewelry are all things that come from the Earth (semi-precious gemstones, seashells, glass, and metal), so I wanted my branding to be connected to the natural world somehow. I think both of these images accomplish that. Plus, this sea snail shell is one of thousands of examples of logarithmic spirals that are found all throughout the planet and even the universe. This includes things like mollusk

shells, the flight patterns of hawks when they are “circling” for prey, the nerves of the cornea in the eye, the shape of countless galaxies, and so on.

- The spiral is a common symbol that surfaces throughout human history in many cultures and religions. It was especially beholden to my ancestors, the Celts. One of the many things this symbol is believed to represent is the universal pattern of growth that reminds us of our evolving journey in life.