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Posted in: Marketing & Outreach (/spaces/127/sandpiper/forums/5818/marketing-outreach)

Sandpiper Icon

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spaceID=127&topicID=5931&forumID=5818&key=rrer%2B1xDo%2BlxpC7jBRbM5w%3D%3D)



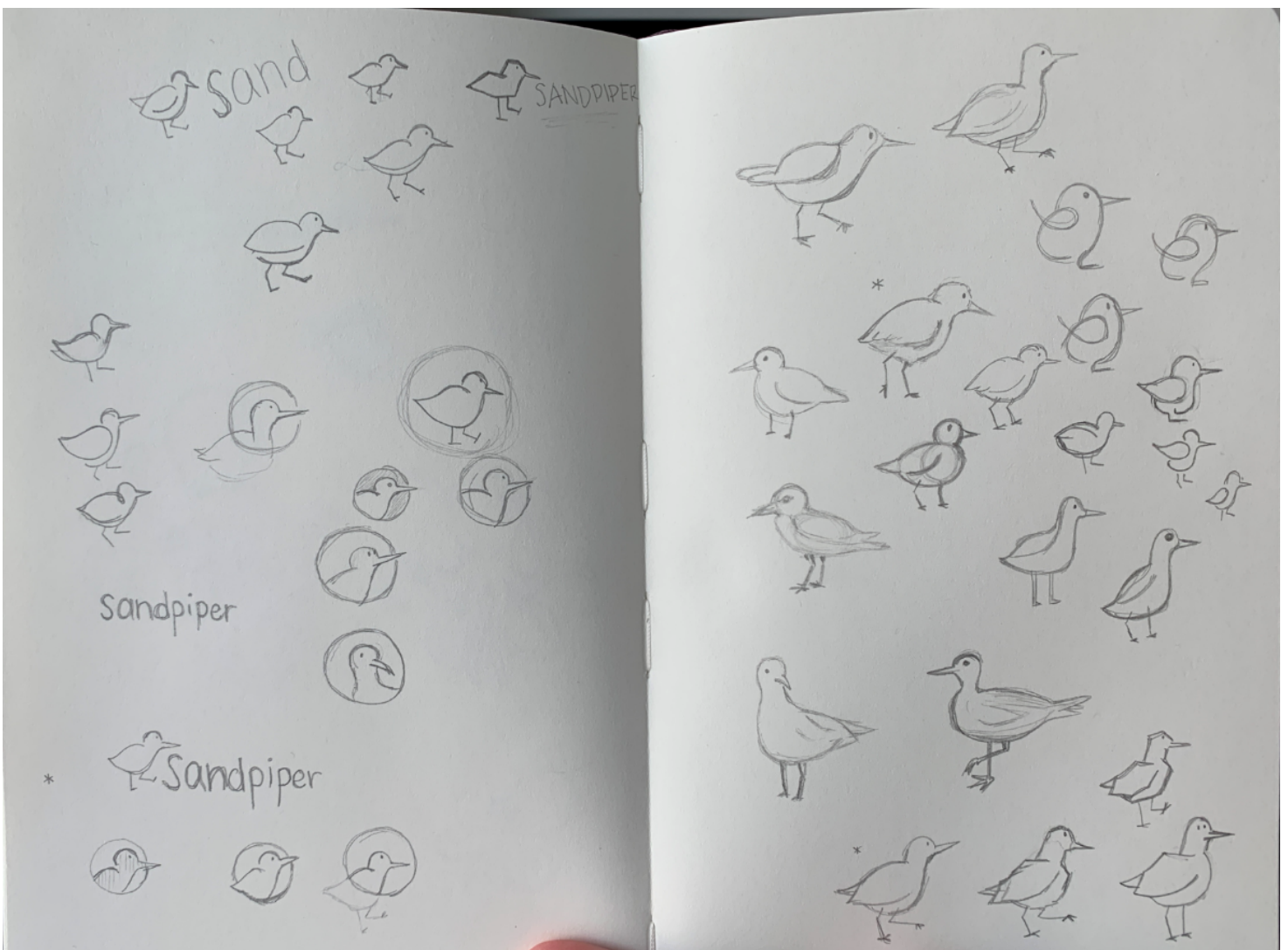
Doug Winsby (<https://autocare.communifire.com/people/dougwinsby>)



4/20/2020

A wonderful designer I know contributed some **icon ideas** to the project. She
(<https://www.linkedin.com/in/mwinsby/>) asks only for attribution if we use any of them.

Here is a picture of **sketches she made** while exploring some concepts:



She then worked up some of those in Illustrator. Here are her designs:

A

Piper looking up
ITC Lubalin Graph Std: Book

thicker line piper
Futura: Medium Italic

solo icon



B

Piper looking horizontal
Futura: Medium Italic

Two color option

Same graphic for solo icon



C

Piper looking horizontal
Helvetica Neue: light

Solo icon, crossing circle



I like them all, but asked that she **make a few tweaks** for our further consideration:

1

Piper cutout
Futura: Medium Italic

other eye options

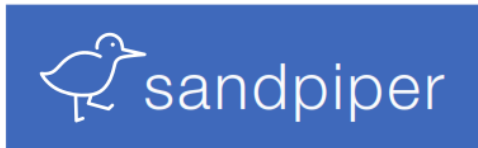
solo icon



rounded at cross

squared at cross

through cross



Does anyone have a favorite? We need to make a decision quickly for the video production.

logo (/spaces/127/sandpiper/searchresults?keyword=%22logo%22&searchtags=1)

👍 3 Like

Reply (/forums/post?tid=5931&ReplyPostID=5932&SpaceID=127)



Jason Riegel (<https://autocare.communifire.com/people/JRiegel>)

4/20/2020



Doug,

Your daughter is talented and it was very generous and kind of her to donate her time. Please extend our thanks.

Here's my choice. I'm not a fan of the sandpipers with the eyes (especially the sandpiper with two eyes).





Regards, Jason Riegel, ACP Senior Product Content Manager Tenneco Global Aftermarket O: 734-243-8078 M: 734-770-5382

👍 Like

Reply (/forums/post?tid=5931&ReplyPostID=5933&SpaceID=127)

Answer



Jonathan Larsen (<https://autocare.communifire.com/people/jonathan>)



4/20/2020

I like all of the work that she has done.

I would say that I like this one out of the variations.



👍 Like

Reply (/forums/post?tid=5931&ReplyPostID=5934&SpaceID=127)

Answer



Krister Kittelson (<https://autocare.communifire.com/people/krister-kittelson>)



4/20/2020

These are amazing! Thank you to your designer for this, I'm blown away.



This is probably my favorite for the standalone logo, very smooth and a little personality with the eye (sorry Jason!).

I'm sad to not use the outline versions, I think she did just perfectly with the leg raised slightly. Would Megan be OK with us using this drawing as a mascot, named "Piper"?



👍 Like

Reply (/forums/post?tid=5931&ReplyPostID=5935&SpaceID=127)

Answer



Tom Vierling (<https://autocare.communifire.com/people/tvierling>)



4/20/2020

These are all great and I appreciate everyone jumping in with quick feedback! I have a meeting with the animator today, so I'll bring screenshots of the direction we're heading. If we can all weigh in and vote by today, **Doug Winsby**

(<https://autocare.communifire.com/people/dougwinsby>) can I get the assets?

My preference is with Group B from the original submission or a single eye version of the same.

Although, the more I look, the more I actually find myself liking Group A. I realize I'm no help here, I guess I just like them all!

👍 Like

Reply (/forums/post?tid=5931&ReplyPostID=5936&SpaceID=127)

Answer



Luke Smith (<https://autocare.communifire.com/people/autopartsource>)



4/20/2020

I like the bottom-left option in section "1 Piper cutout".

I like them all, but asked that she make a few tweaks for our further consideration:



👍 Like

Reply (/forums/post?tid=5931&ReplyPostID=5937&SpaceID=127)

Answer



Krister Kittelson (<https://autocare.communifire.com/people/krister-kittelson>)



4/21/2020

It looks like the consensus is around this design:



Color can be adjusted, I'd say we want to use black and white for use in monochrome situations. The blue that Luke likes would work for me as the colored version (it does give me flashbacks to SKF blue, this is a personal thing from too many hours staring at marketing materials in the mid-aughts).

We probably also want to have an inverted version for use on dark backgrounds.

For the video, I propose we go forward with the bottom blue sandpiper logo. Thoughts all?

👍 Like



Tom Vierling (<https://autocare.communifire.com/people/tvierling>)



4/21/2020

Doug Winsby (<https://autocare.communifire.com/people/dougwinsby>) Can I get the PNG or vectors for the black and blue logs that are the working consensus?



Like



Doug Winsby (<https://autocare.communifire.com/people/dougwinsby>)



4/22/2020

See attached zip file (with these notes from Megan...)

Changes to logo:

- full vector (outlined font)
- adjusted kerning
- added slight roundness to font terminals (I know you didn't ask for it, but while kerning, I thought why not soften it a little to match the bird)
- included the set of options with the original un-rounded font with the new kerning (in case you don't like the slight rounding, just so we don't have to go back and forth on it again)
- reversed out versions (assuming you meant white on black, not some sort of different circling)

Attached zip file with:

- Full Files > the final .ai and .pdf just for reference so you have it
- Logo PDFs > 3 PDF files: logo (rounded font, black and reversed out), mascot (black and reverse), logo-sharp (original font, black and reverse)
- Logo PNGs > 6 png files (the above set)
- Logo SVGs > 6 svg files (the above set)

Suggested Sandpiper blue

These numbers were pulled from Illustrator using an RGB color space, so on web, the color should appear correctly. If you did print, it'll look a little off (since it's printed in a cmyk color space), but I could get a matching Pantone if you need it.

#346fb6

RGB: 52, 111, 182

CMYK: 82, 56, 0, 0

Let me know if you need anything else.

📎 Attachments

final_logo (/spaces/127/sandpiper/searchresults?keyword=%22final_logo%22&searchtags=1)

👍 1 Like

Reply (/forums/post?tid=5931&ReplyPostID=5942&SpaceID=127)

Answer



Tom Vierling (<https://autocare.communifire.com/people/tvierling>)



4/22/2020

This is great stuff, Doug. Thank you so much for making this happen! I personally like the black/white logos, but if we decide blue is what we want for the video, I'll let the team know to use the appropriate color.

👍 Like

Reply (/forums/post?tid=5931&ReplyPostID=5946&SpaceID=127)

Answer



Tom Vierling (<https://autocare.communifire.com/people/tvierling>)



4/28/2020

Can I get a definitive vote on logo color for the video -- blue or black? I tend to prefer the black version, but don't feel strongly about it either way. If anyone wants to weigh in, can you respond by the end of the day?

👍 Like

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