

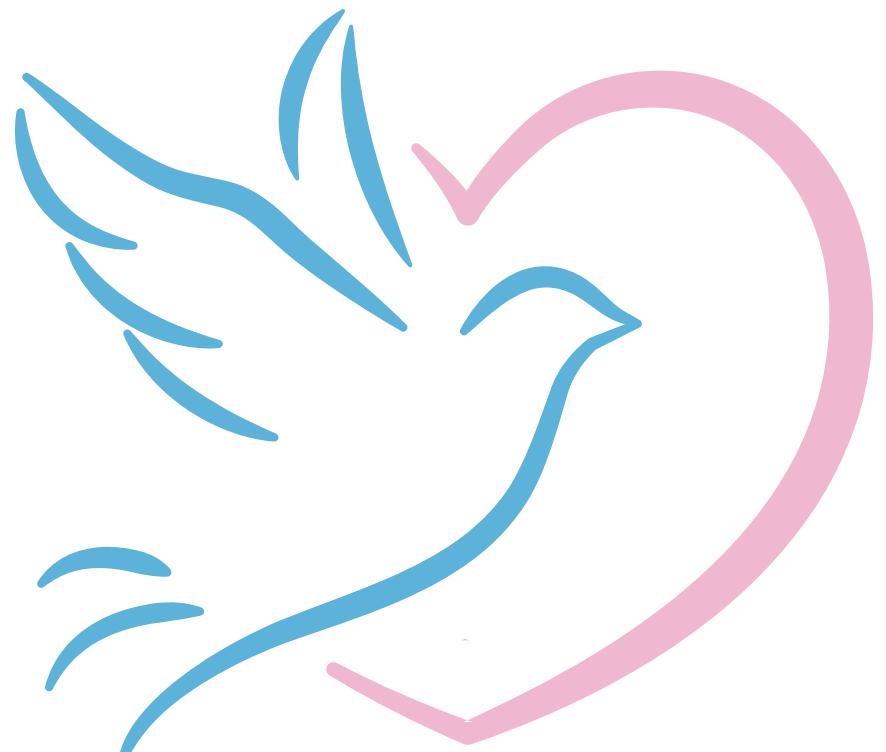
# Pretty Wings Project

## Logo Redesign Exploration

## Option 1

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- Refined
- Illustrative
- Elegant
- Evolved
- Elevated



PRETTY WINGS

Colour Logo



PRETTY WINGS

Black and White Logo



PRETTY WINGS

Colour Logo on Black



PRETTY WINGS

Knockout Logo



Logo on White T-Shirt

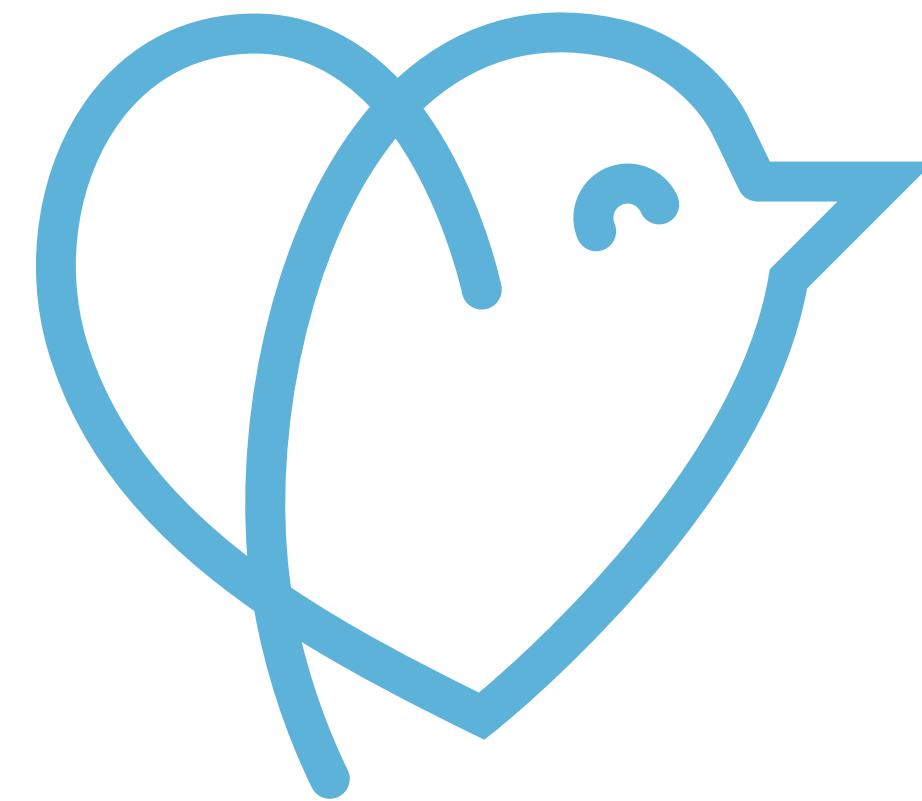


Logo on Black T-Shirt

## Option 2

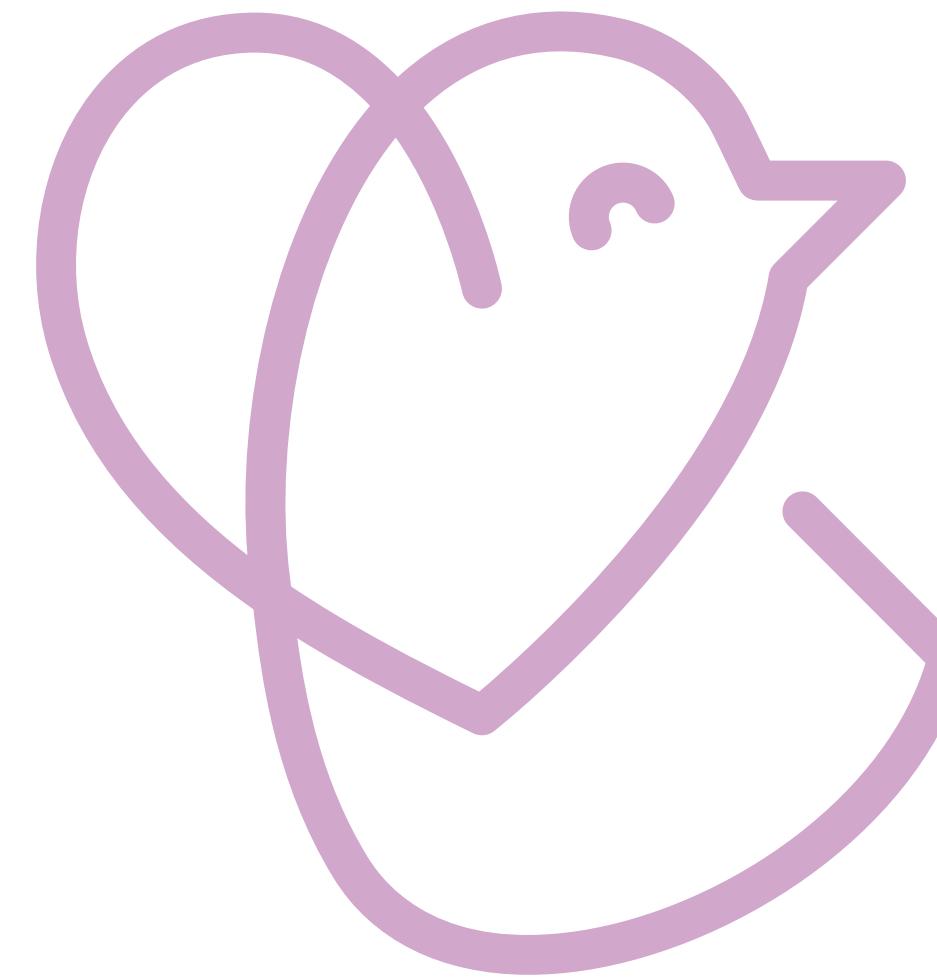
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- Playful
- Welcoming
- Positive
- Contemporary
- Simple
- Creative line work to express different elements of logo



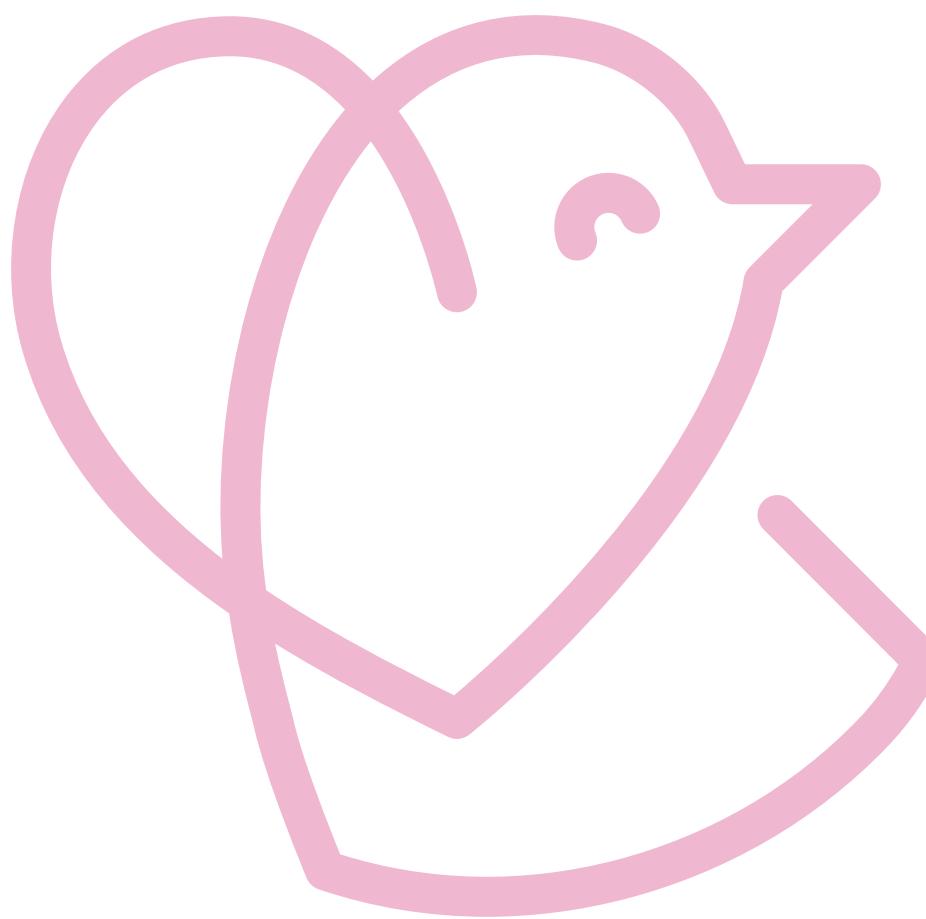
**Pretty Wings**

Colour Logo Option 2a



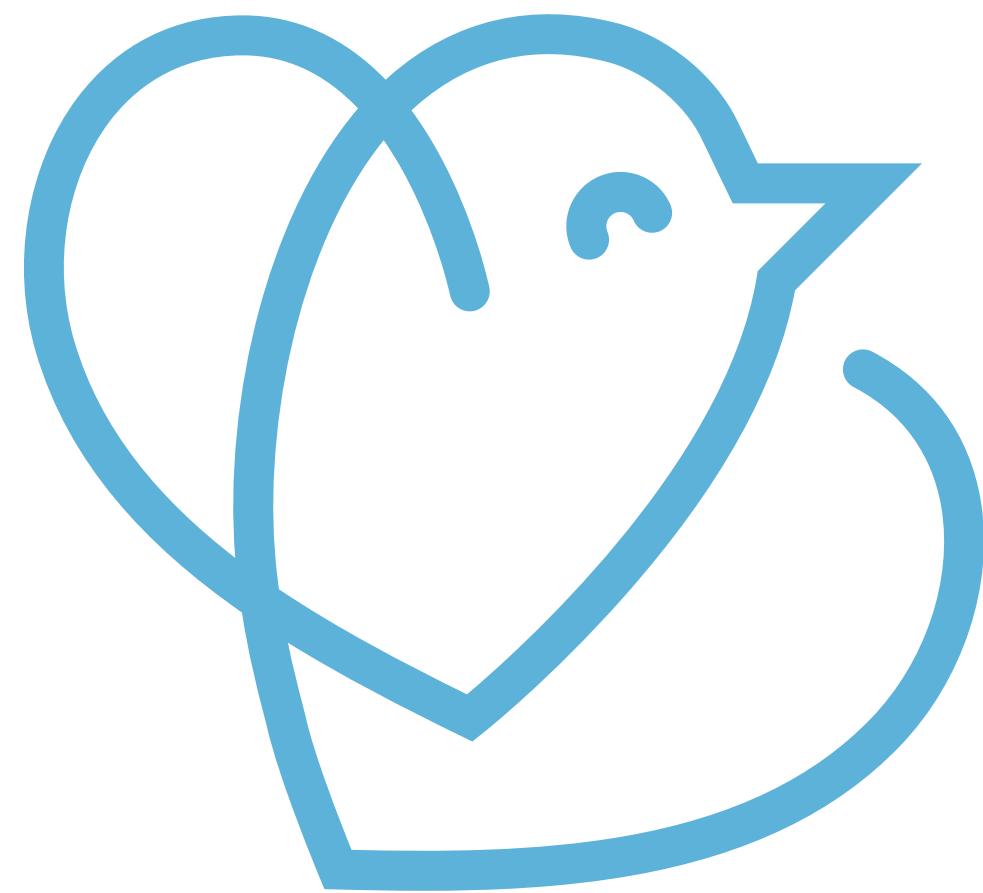
**Pretty Wings**

Colour Logo Option 2b



**Pretty Wings**

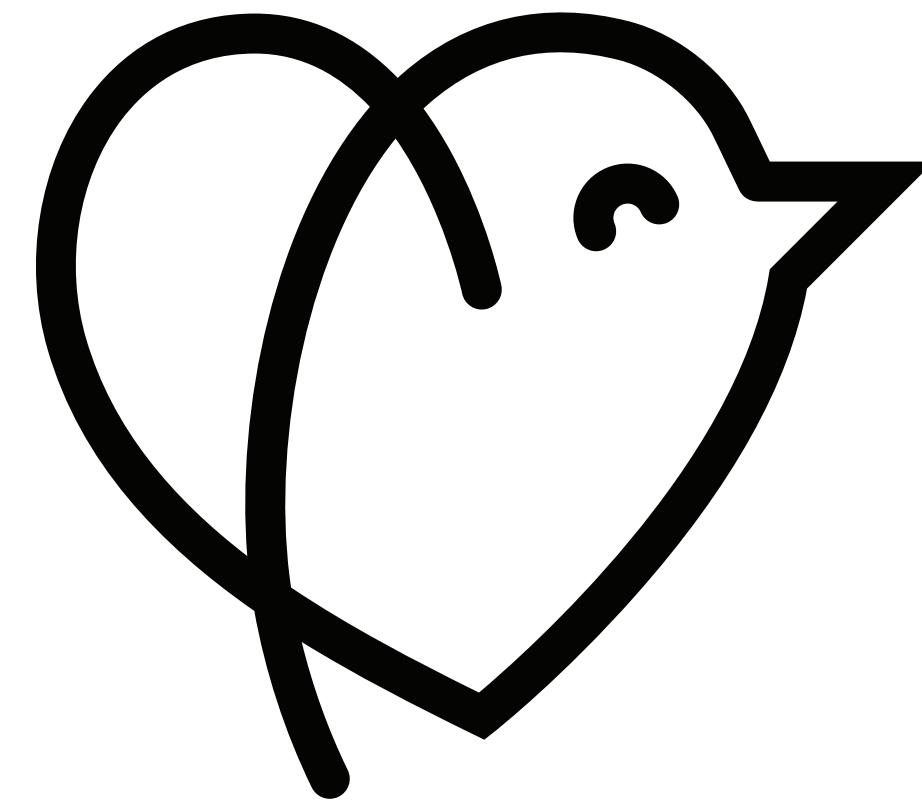
Colour Logo Option 2c



**Pretty Wings**

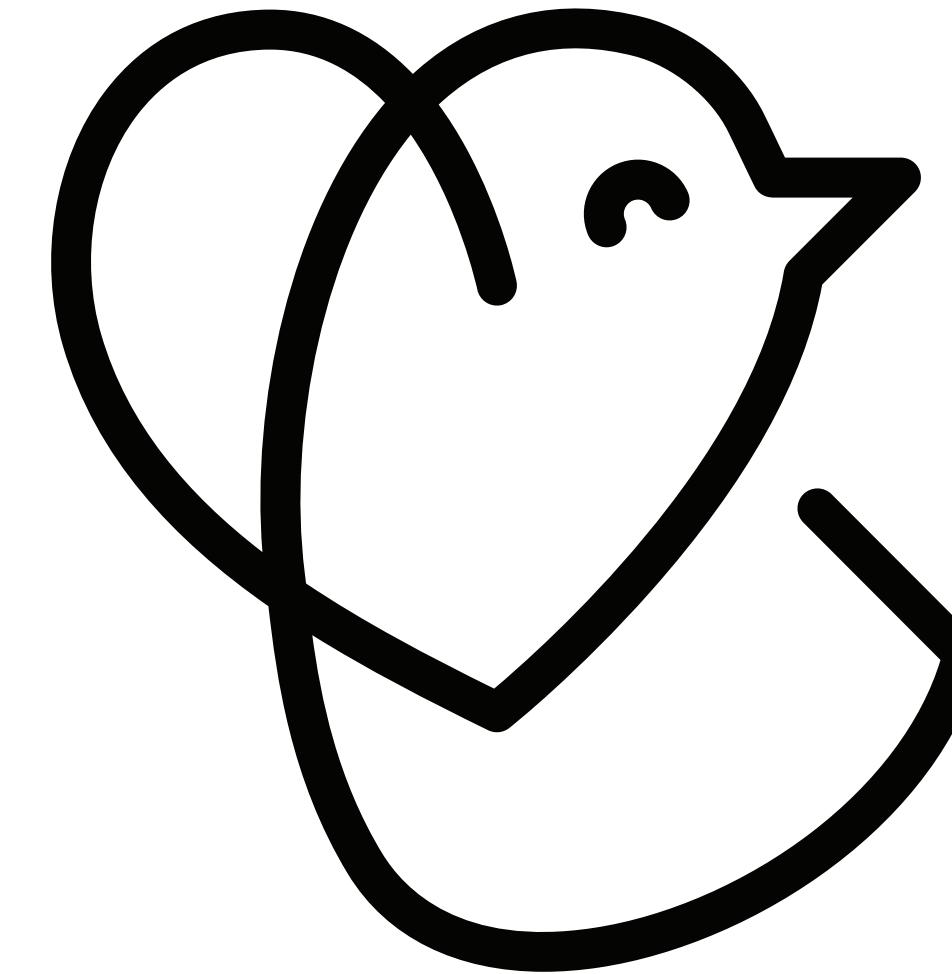
Colour Logo Option 2d

\* Colours are just for example, each option can come in any colour.



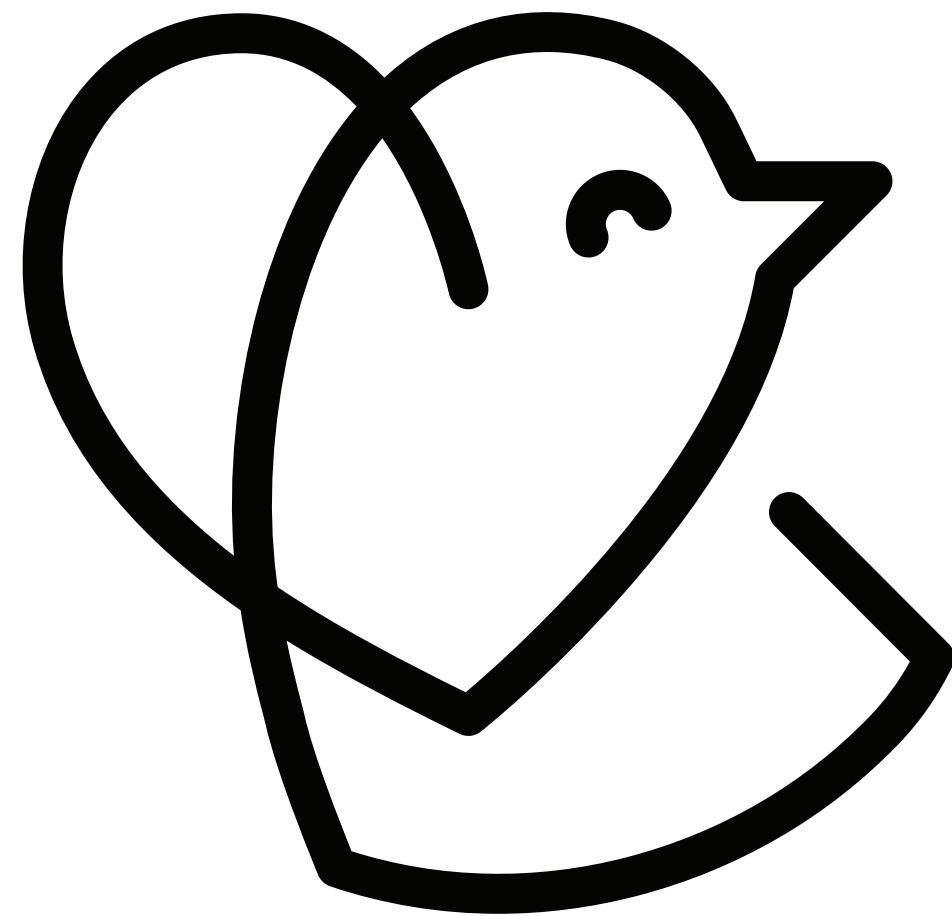
**Pretty Wings**

Black and White Logo Option 2a



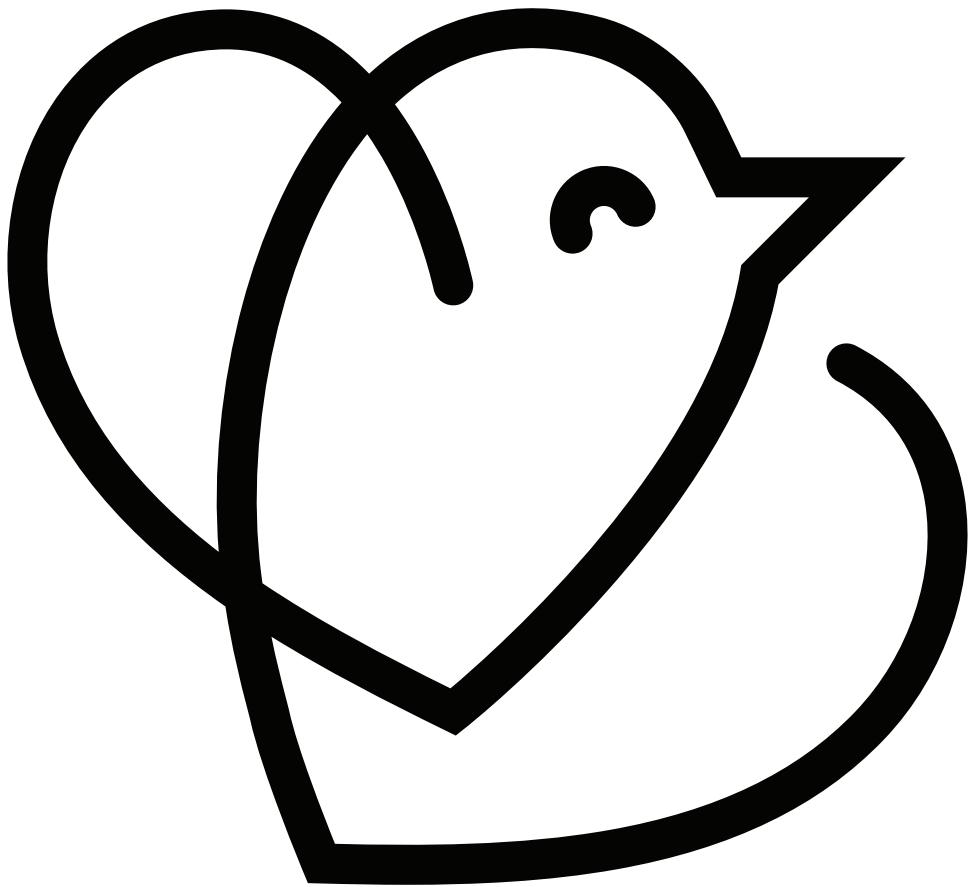
**Pretty Wings**

Black and White Logo Option 2b



**Pretty Wings**

Black and White Logo Option Option 2c



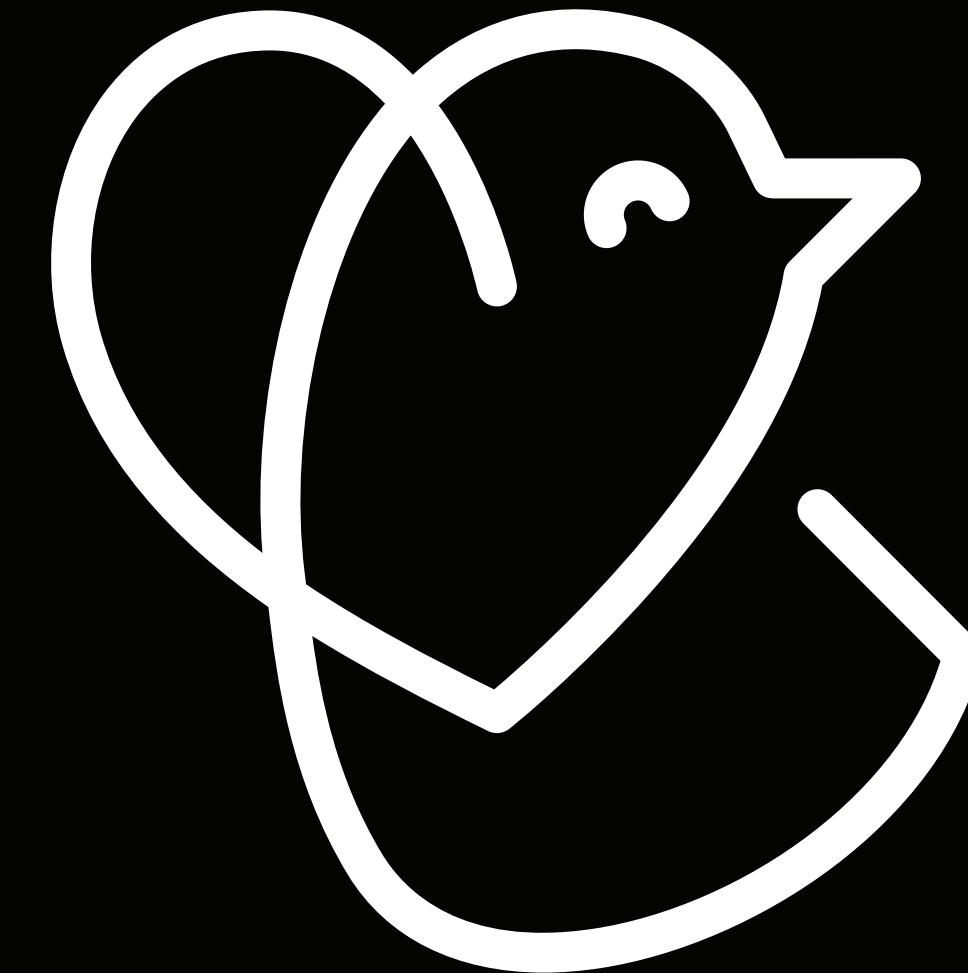
**Pretty Wings**

Black and White Logo Option 2d



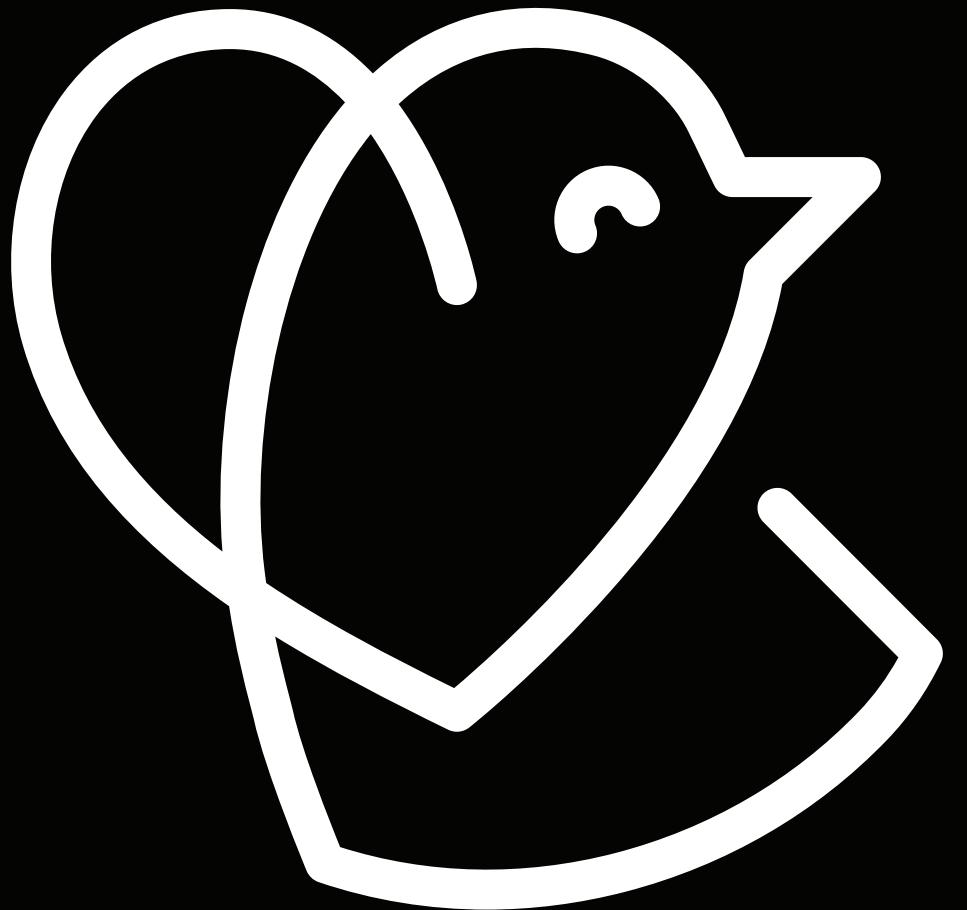
*Pretty Wings*

Knockout Logo Option 2a



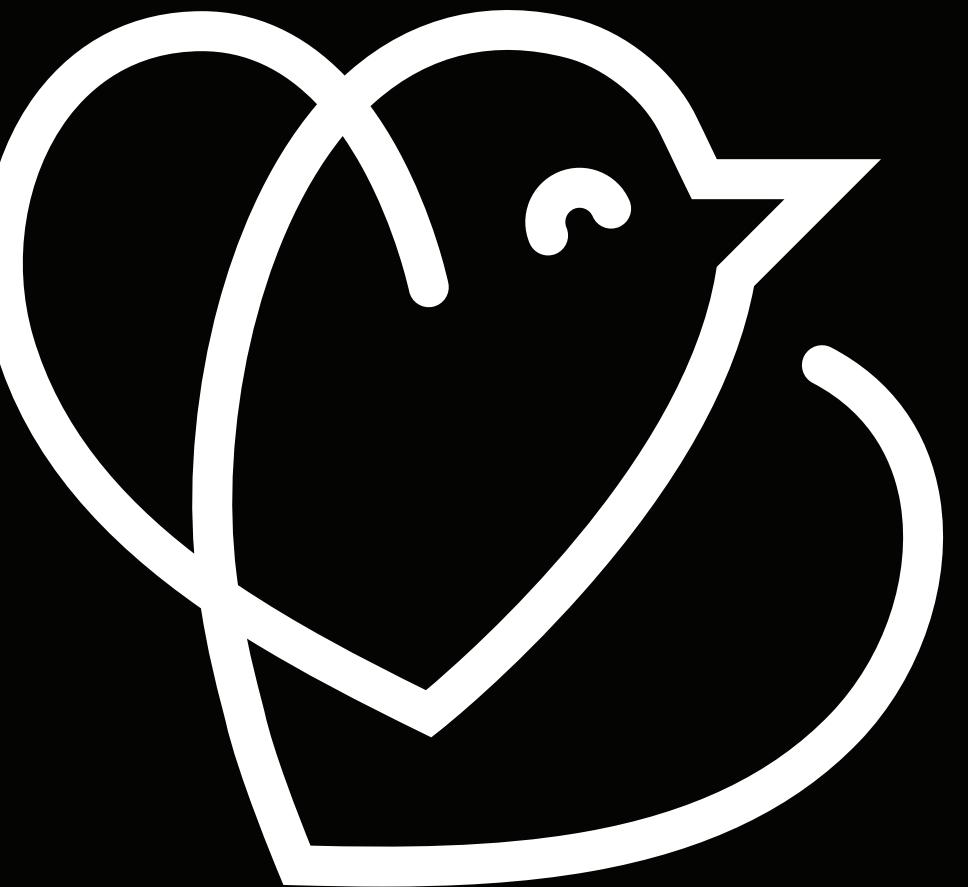
*Pretty Wings*

Knockout Logo Option 2b



*Pretty Wings*

Knockout Logo Option 2c



*Pretty Wings*

Knockout Logo Option 2d



Logo on White T-Shirt



Logo on Black T-Shirt

## Option 3

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- Reinvented
- Friendly
- Inviting
- Refreshed



Colour Logo Variant 1



Colour Logo Variant 2



Colour Logo Variant 1 on Black



Colour Logo Variant 2 on Black

\* Less legible/accessible, would recommend avoiding use on black.



Logo Variant 1 on White T-Shirt



Logo Variant 2 on White T-Shirt