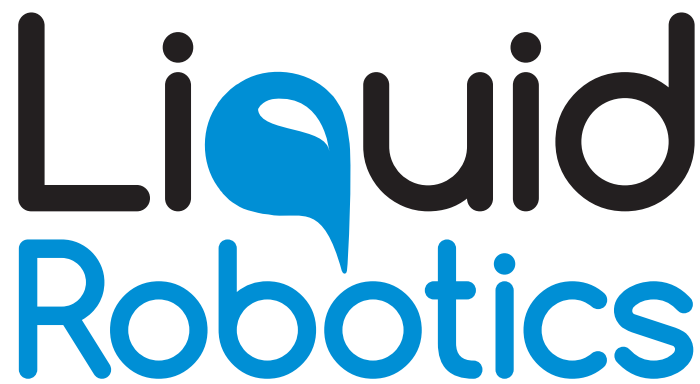


All logos

All logos were constructed with simplicity and impact in-mind. The typeface was chosen towards these ends, its geometric construction tempered by its soft rounded edges. Without complex shading or lighting effects, the two-color designs are intended to read and reproduce easily at small sizes. All were intended to communicate professionalism and quality in their design, but with an eye towards the cleverness, fun, and even humor people (internal and external) need in order connect to what is otherwise an arrangement of letters.

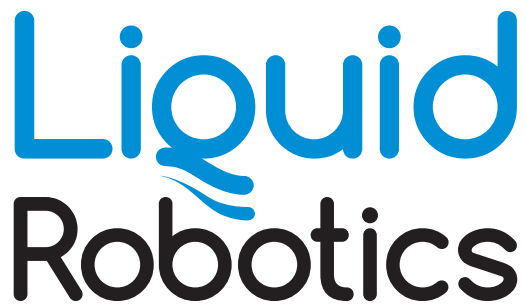


Q Droplet Logo

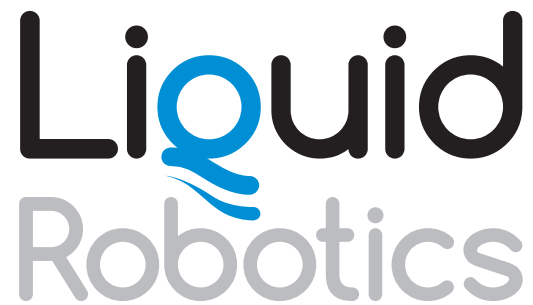
The stylized Q resembles a droplet of water, a self-explanatory visualization. I wanted to introduce an easily recognizable element, one distinguishable but not overtly pushy: something tied to the company's business without attempting to literally illustrate. An icon, obviously, but one integrated into the logo-type itself.



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Wavy Q Logo

Again, the 'q' is stylized with an abstracted illustrative element. This time, 'q' is visualized as a small-caps 'Q'. Its descender, or tail, is drawn flowing and paired with another similar stroke beneath. These two forms suggest water, waves - another obvious pairing with the company's business and name.

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Wave Seperation Logo

The 3 squigly lines separating/connecting the 'q' & 'b' abstractly represent waves, the surface of water. The resulting connected shape composed of waves, 'q' & 'b' itself abstractly resembles the Wave Glider's combination of above and below surface elements.