



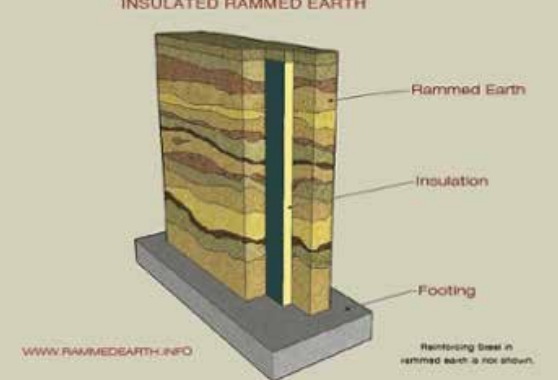
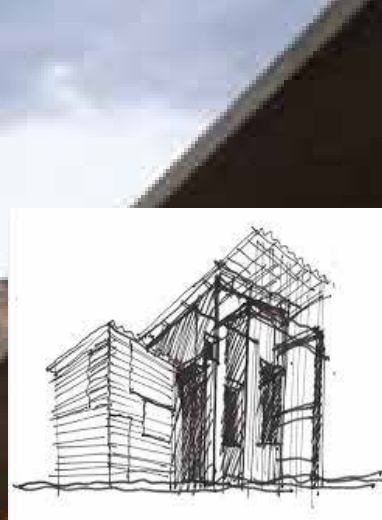
doris palmeros
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Modern Earth
Construction

IDEA BOOK
Logo Designs R-1
2.7.2016

MOOD BOARD

dimension
layers
compression
monolithic wall
hand craft
process
sustainable
earth/terra
construction
building
design
technology
curing soil
environmental
quality
geometric
modern
solid



Concrete	Brick	Stone	Wood
Stucco	Tile	Marble	Granite
Reinforced Concrete	Insulation	Foundation	Roofing
Structural Steel	Roofing	Foundation	Roofing



Minimal geometric forms mimic repetitive wall structures and subtly create the initials M and E. The box enclosing the letters evokes the line drawings from architectural plans and the linear pattern of the letters evokes rammed earth.



MODERN EARTH
CONSTRUCTION

LOGO OPTION 1



The dimensional cubic form translates into an abstracted monogram within the building.
The focus is on the letterform M with the E letterform grounding the cube.



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LOGO OPTION 2



Rhythmic vertical shapes create abstracted wall formations that rise from the earth, with linear horizontal pattern inside to evoke the patterns of rammed earth. The three walls create a very abstract M letterform.



LOGO OPTION 3



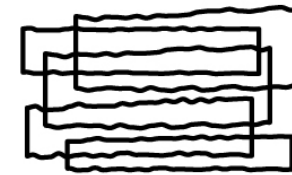
Abstracted dimensional and geometrical forms use ‘figure ground’ to convey spatial depth and to subtly reflect the initials M and E. The repetitive forms act as building elements to convey the construction theme.

ME
MODERN EARTH
CONSTRUCTION

LOGO OPTION 4



Inspired by the organic nature of the materials, abstracted horizontal forms convey the layering process of rammed earth. This more artistic concept can push the craft and custom design theme in the logo.



MODERN EARTH
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LOGO OPTION 5

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