

SILVER SPOON

LOGO DRAFTS

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LEGACY

The team had a logo already by the time I joined the group but since it was early enough in the process, I was given the opportunity to redesign the logo.

This is my attempt to improve the old logo while still maintaining some of the shapes and curves that the previous logo had.



silver
S P O O N

FIRST PASS

These were my first attempt at the logo. I played with spoon shapes as well as a few different typefaces. I found inspiration in more retro style medallions so I started working with circular shapes.

Silver
Spoon

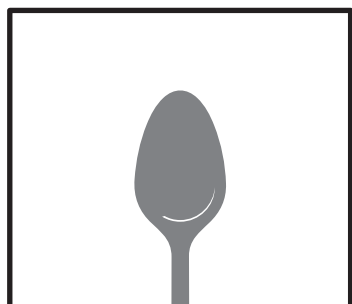
*Silver
spoon*

*Silver
spoon*

*Silver
spoon*

LOGOTYPE

As I was thinking about typefaces, I started to play around with positioning my text in different ways. Upon stacking the two words, I realized the interlocking S's made up a symbol (it represents section, used in books and math).



Silver Spoon



SECONDARY
DRAFTS



MEDALLIONS

Moving forward with medallion shapes...



FINAL LOGO