



PENCIL x PIXEL

Hjortron Studio / Logo Exploration

14.06.23 / First Pass



Hey there!

We are **Pencil x Pixel**. A design duo, working 'real jobs' during the day (boring stuff like creative directing and making magic happen in film and television.) However, in our evenings we get to focus on the good stuff, like designing logos and making small brands look good.

We hope we will have a lot of fun working together, while also making designs you can't wait to share with the world!

Nice to meet! Let's get to it :)



Some of the companies we've had the
fortune to worked with in our careers.



J.P.Morgan



NOKIA

DE BEERS





Logo Exploration



The Ask

Pencil x Pixel were asked to develop a logo for gaming company **Hjortron Studio**.

The company is currently a start-up and have no branding as of yet, therefore part of the logo development will also include brand typography and colour exploration.

Final deliverables include:

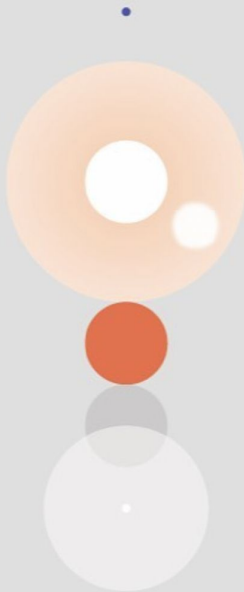
- Logo
 - Core Brand Colour Palette
 - Typography
-



Moodboard

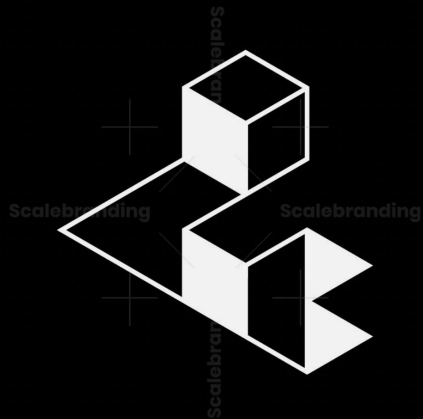


doez



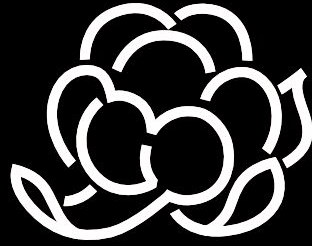
auto

 **JIGSAW**





Route 1



Hjortron
Studio



Hjortron
Studio



Hjortron
Studio



Hjortron
Studio



Hjortron
Studio



AaBbCcDdEeFf

Abcdefghijklmnopqrstuvwxyz

0123456789

Noto Sans Mono Semi Bold

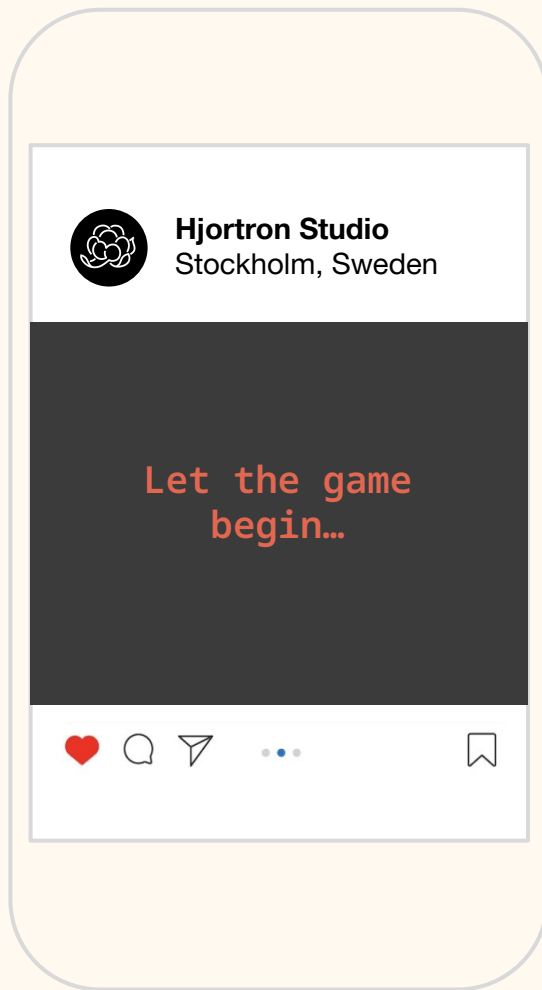
Headlines & short messages

Noto Sans Mono Light

Sub headers and short
body copy



Social icon





Route 2

 CLOUDBERRY STUDIO



 CLOUDBERRY STUDIO

 CLOUDBERRY STUDIO

 CLOUDBERRY STUDIO

 CLOUDBERRY STUDIO



AaBbCcDdEeFf

Abcdefghijklmnopqrstuvwxyz

0123456789

Chakra Petch Bold

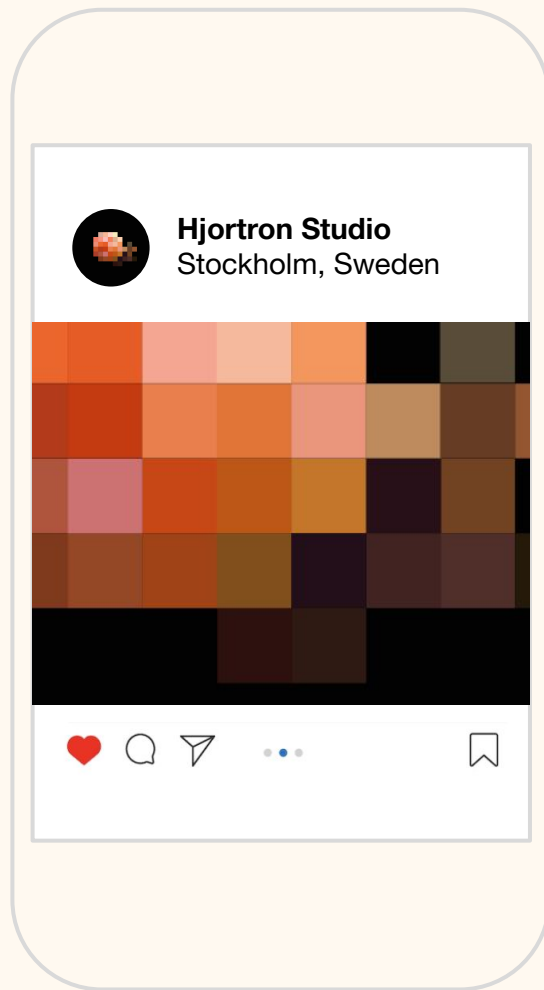
Headlines & short messages

Noto Sans Mono Light Chakra Petch Light

Sub headers and short body
copy



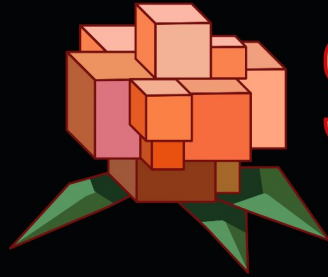
Social icon





Route 3

HJORTRON



STUDIO





AaBbCcDdEeFf

Abcdefghijklmnopqrstuvwxyz

0123456789

Silom Regular

Headlines & short messages

AaBbCcDdEeFf

Abcdefghijklmnopqrstuvwxyz

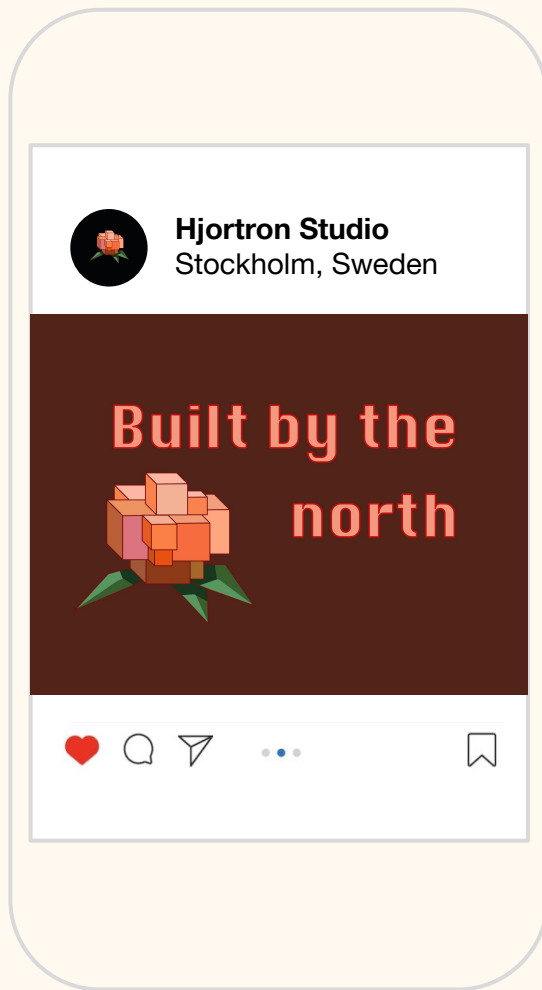
0123456789

Roboto Light

Sub headers and short body copy



Social icon

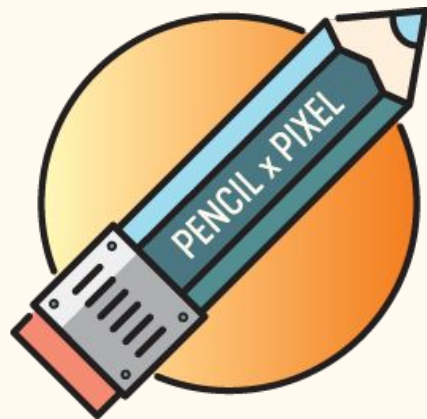




We hope hearing from you soon!

Thank you.

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