




LocalGuide

Logo Concepts

Photos courtesy of Unsplash



Adjectives:

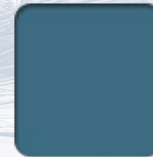
Crisp, Peaceful, Creative, Subtle, Polar

LocalGuide Color Palette - Winter's Edge

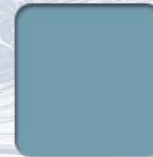
To mimic the feel of a calming, peaceful environment the following color palette was chosen as a potential option for the LocalGuide App.



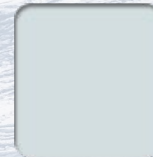
#373737



#3D6881



#749CAF

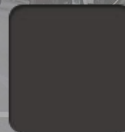


#D2DEE0

Adjectives:
Rich, Urban, Quality, Industrial

LocalGuide Color Palette - Modern Craftsman

Refined natural browns with a hint of metal and pop of red went into choosing the potential color palette for the LocalGuide App



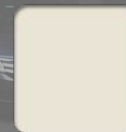
#3F3A3A



#703D17



#C48A5F



#E9E4D6



#D82B39

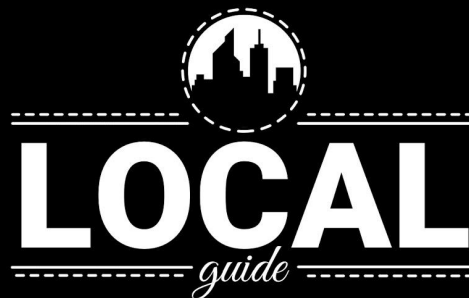


LocalGuide Logo
Concept 1





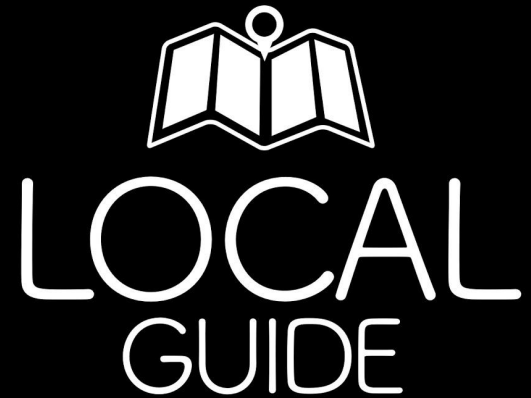
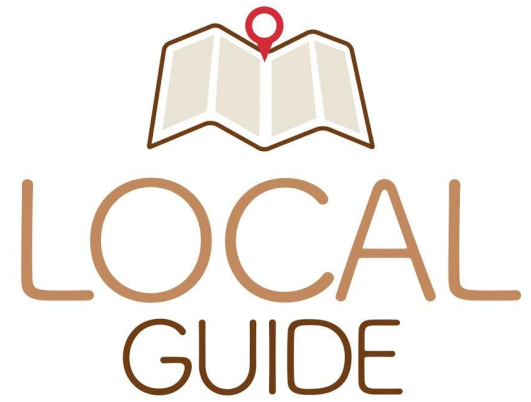
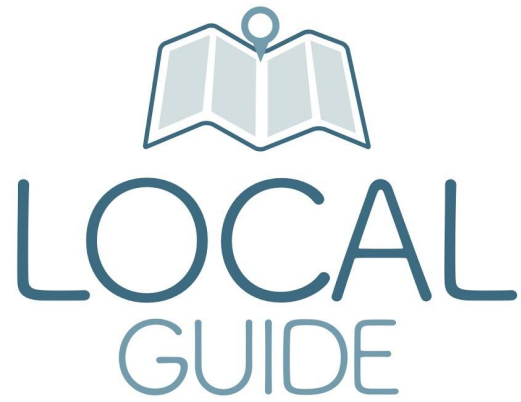
LocalGuide Logo
Concept 2





LocalGuide Logo
Concept 3

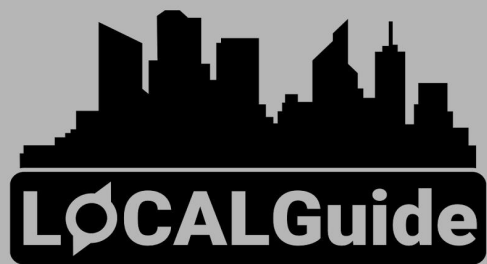




LocalGuide Logo
Concept 4



LocalGuide Logo
Concept 5





LocalGuide Logo
Concept 6





LocalGuide Logo
Concept 7

