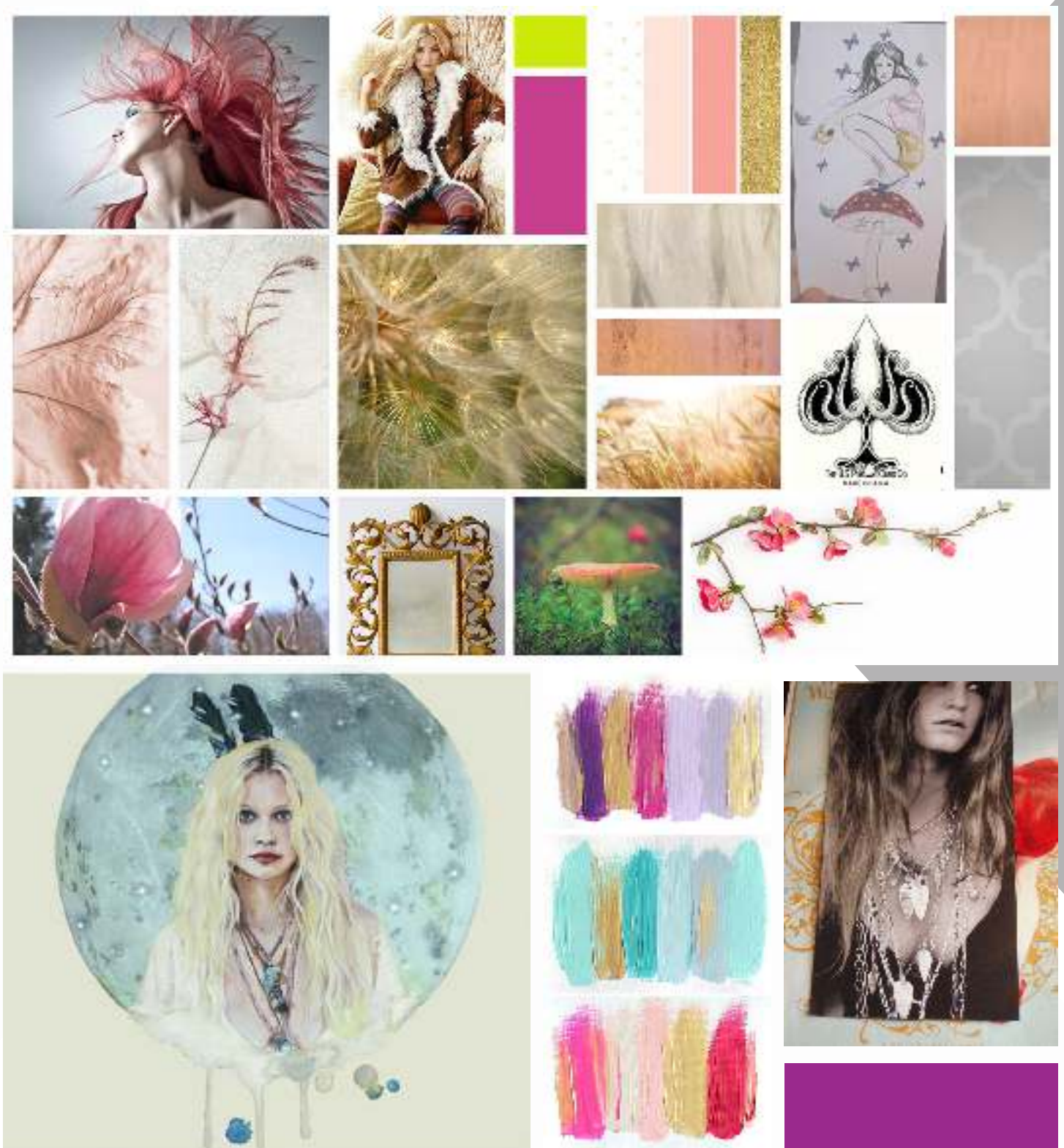


BRIEF: New fashion and lifestyle brand in need of a logo and cohesive branding.

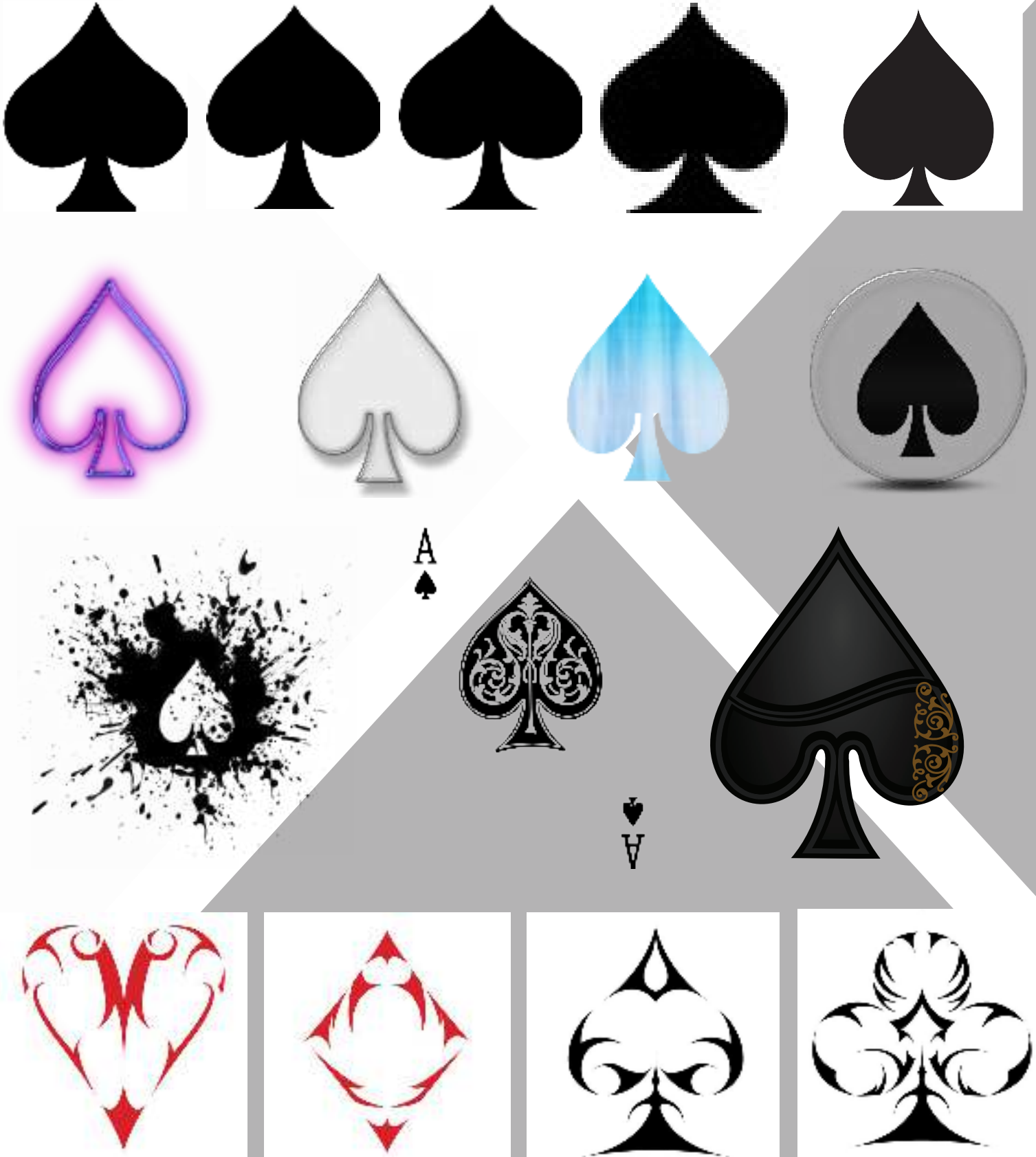
MOODBOARD presented by client:



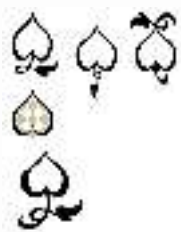
STAGE 1: Research

Client required a logo for their new company named: The Spirit of Wonderland. Logo was to take inspiration from Alice in Wonderland/incorporate a whimsical sensibility whilst also maintaining a clean/modern aesthetic.

Client desired a logo based on a spade that would encompass the above.



STAGE 2: Ideation



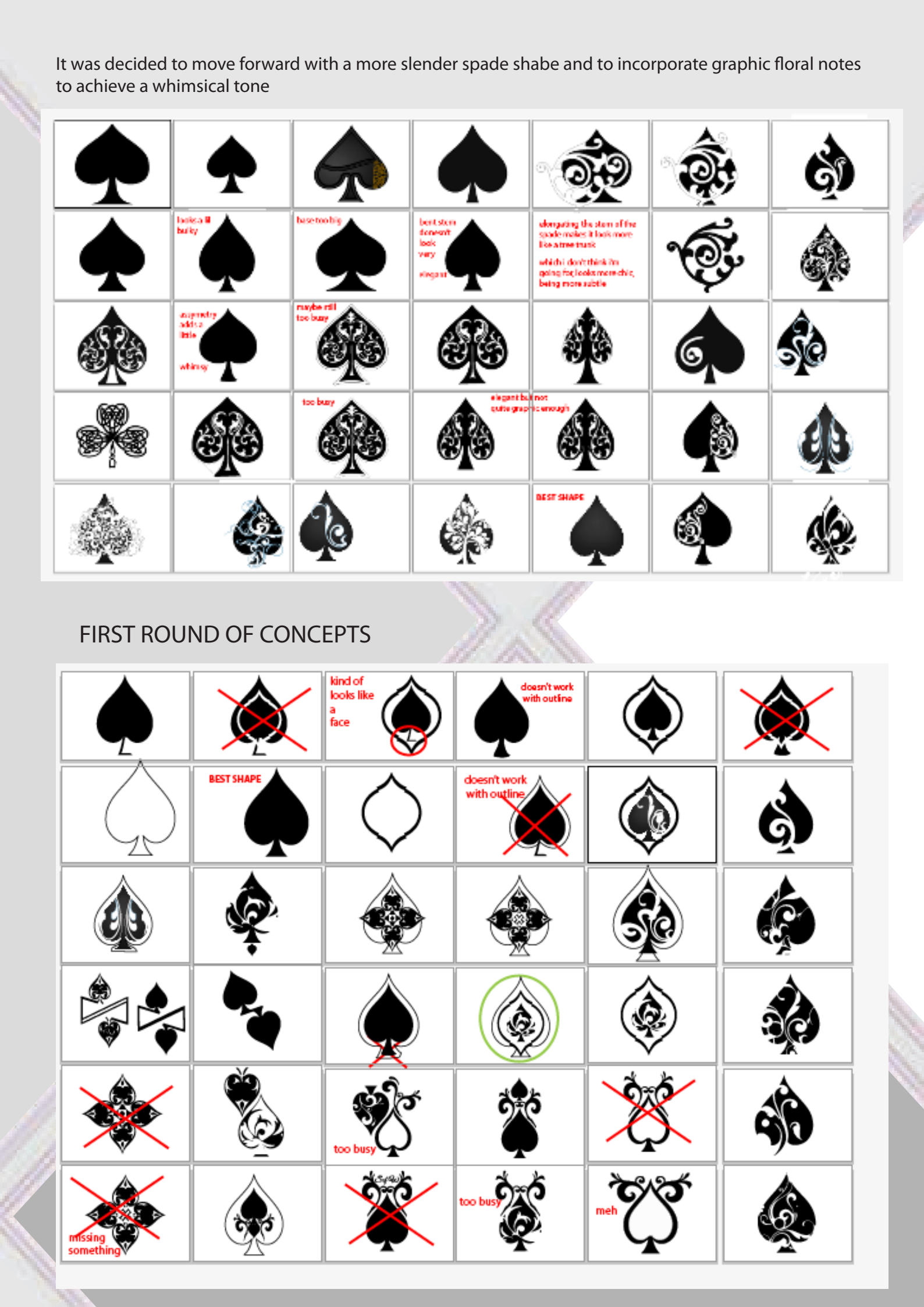
^{El.}
40 THE Spirit of Wonderland Gabriola Reg
⁴⁰ 40 Spirit of Wonderland Lauren Script
⁴⁰
No 1 40 Spirit of Wonderland
3456 789
THE Spirit of Wonderland THE Spirit of Wonderland
40 Spirit of Wonderland
40 STENCIL
40 THE TETRA AND PRO REG
40 Spirit of Wonderland ANOTHER SPIRIT OF WONDERLAND
40 Spirit Wonderland Embouring B.T. Negation
40 THE DejaVu Serif Condensed Bold
40 Spirit of Wonderland Petit Formal

It was decided to move forward with a more slender spade shape and to incorporate graphic floral notes to achieve a whimsical tone

FIRST ROUND OF CONCEPTS

It was decided to move forward with a more slender spade shape and to incorporate graphic floral notes to achieve a whimsical tone

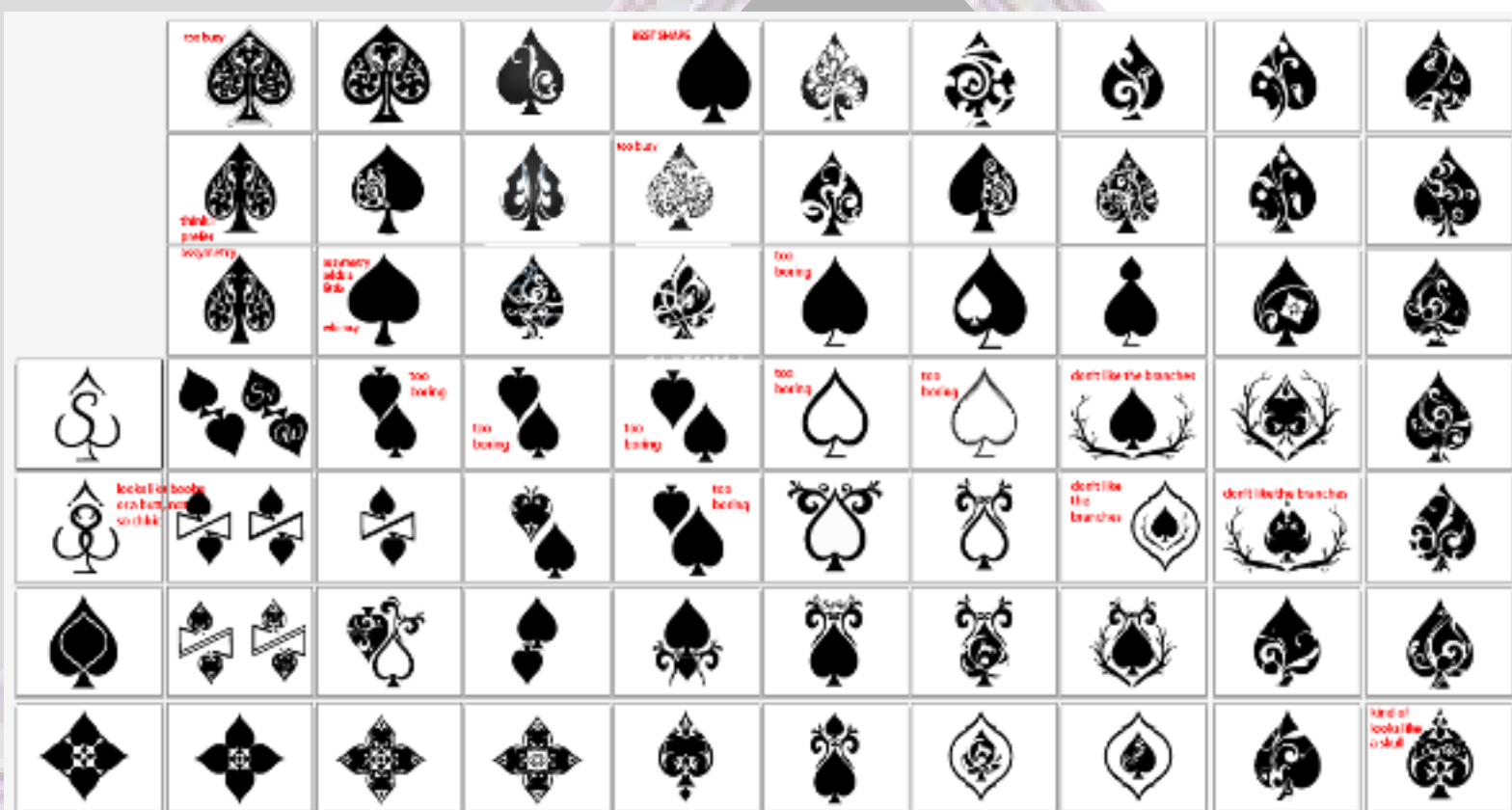
FIRST ROUND OF CONCEPTS



direction narrowed from first round concepts:



Variations on the above concepts:



SECOND ROUND OF CONCEPTS



THIRD ROUND OF CONCEPTS



STAGE 3: Typography

#	Use	Name	License/Status	Full Time Family Available	Comments
40	<i>the Spirit of Wonderland</i>	Adrian Tomberg		NO	only one copy of type
40	<i>Spirit of Wonderland</i>	Ken Rock Bog	Public Domain	NO	only one, no more available
40	THE SPIRIT OF WONDERLAND	Alan Rogers	for commercial use	NO	clean, but not like the original, not a word fit
40	<i>Spirit of Wonderland</i>	Jeremy H	Yes	Yes	lettering made the font
40	THE Spirit of Wonderland	Gabriel			like
40	Spirit of Wonderland	Golden Goddess			very simple
40	<i>Spirit of Wonderland</i>	Smile Script			like a cursive
40	<i>the Spirit of Wonderland</i>	James E. P.	Shareware	NO	PROFIT RIGHTS
40	THE of Wonderland	Good	Public Domain	Light, Reg & Bold	very just in title and
40	<i>Spirit of Wonderland</i>	James E. P.			like a cursive, not a little light
40	<i>Spirit of Wonderland</i>	Webb's Script	Public Domain	NO	simple and elegant
40	Spirit of Wonderland	Golden Goddess	Public Domain	Light, Reg & Bold	very full range of styles
40	THE Spirit of Wonderland	Golden Goddess			very full range of styles
40	THE SPIRIT	Good	Free	NO	very simple, but better for anything else
40	THE _OF WONDERLAND	Good	Public Domain	Roman, Black & Pro	just a few, not a full range
40	___ Spirit of Wonderland	Top of the World			very full range of styles
40	<i>the Spirit of Wonderland</i>	English Script	YES		
40	<i>the Spirit of Wonderland</i>	Great Vibe			
40	<i>the Spirit of Wonderland</i>	Home Fun			
40	<i>the Spirit of Wonderland</i>	Home Fun			



					10 40 6 the Spirit of Wonderland <i>it's ok</i> 10 40 6 the Spirit of Wonderland 10 40 6 Spirit of Wonderland
					10 4 0 6 the Spirit of Wonderland <i>like Peter Pan Lyrics, not particularly legible</i> 10 4 6 Spirit of Wonderland <i>like the '6', doesn't contain a lot of the '0's</i>
					10 4 6 Spirit of Wonderland 10 4 6 the Spirit of Wonderland 10 4 6 the Spirit of Wonderland

10 40 6 the Spirit of Wonderland *numbers aren't great, don't like the '0'*

10 40 6 the Spirit of Wonderland

10 4 0 6 the Spirit of Wonderland *works across all decks*

10 4 0 6 the Spirit of Wonderland

10 4 0 6 THE SPIRIT OF WONDERLAND *don't like the numbers but it's not too bad*

the Spirit of Wonderland *no 0s, unlikely all kinds of decks having it*

					10 4 6 the Spirit of Wonderland <i>kind of hard to read</i> 10 40 6 the Spirit of Wonderland
					10 40 6 the Spirit of Wonderland <i>don't like the '0' of '0'</i> 10 40 6 Spirit of Wonderland 10 4 6 the Spirit of Wonderland <i>like the '6's, not the lettering</i>
					10 4 6 Spirit of Wonderland 10 4 6 the Spirit of Wonderland <i>don't like the 'S' or 'W'</i> 10 40 6 the Spirit of Wonderland

10 4 6 THE SPIRIT OF WONDERLAND *numbers are okay, don't like the letters*

10 4 6 the Spirit of Wonderland *nice, but maybe a lil tight*

10 4 6 the Spirit of Wonderland *really like, almost a deco feel*

10 4 0 6 the Spirit of Wonderland *don't like the numbers, issue with '0'*

FINAL ROUND OF CONCEPTS WITH TYPOGRAPHY

			1 2 3 4 5 6 7 8 9 0 really like, almost a deco feel the Spirit of Wonderland AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz
			
			1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0 the Spirit of Wonderland Spirit of Wonderland ABCDEF GHIJ KL ABCDEF GHIJ KL like the numbers on the left better, but the S f & W above better but the rest of the capitals suck
№ 12 3456 7890	123 456 789		1 0 2 3 4 5 6 7 8 9 0 nice, but maybe a lil light the Spirit of Wonderland

The collage displays several design iterations for 'the Spirit of Wonderland':

- Top left: A vertical strip of five small spade symbols.
- Top middle: A grid of designs, some crossed out. One design features the text 'the Spirit of Wonderland' with a spade symbol.
- Top right: A large, ornate spade symbol with the text 'the Spirit of Wonderland' inside and below it.
- Bottom left: A design with the text 'the Spirit of Wonderland' and a spade symbol, with the phrase 'dash goes well with outlined shell' in green below it.
- Bottom middle: A large spade symbol with the text 'the Spirit of Wonderland' to its right.
- Bottom right: A large, ornate spade symbol with the text 'the Spirit of Wonderland' inside and below it.

dash goes well with outlined shell

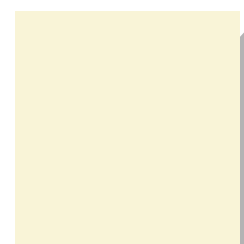
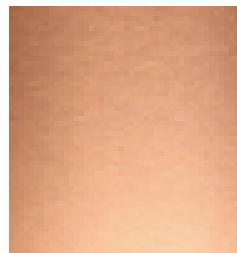
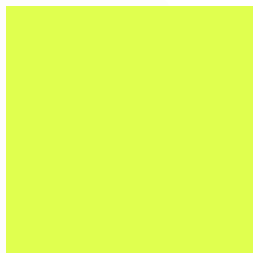
STAGE 5: Colour Scheme

R=224
G=255
B=79
#E0FF4F

R=113
G=33
B=100
#712164

R=171
G=17
B=98
#AB1162

R=249
G=244
B=215
#F9F4D7



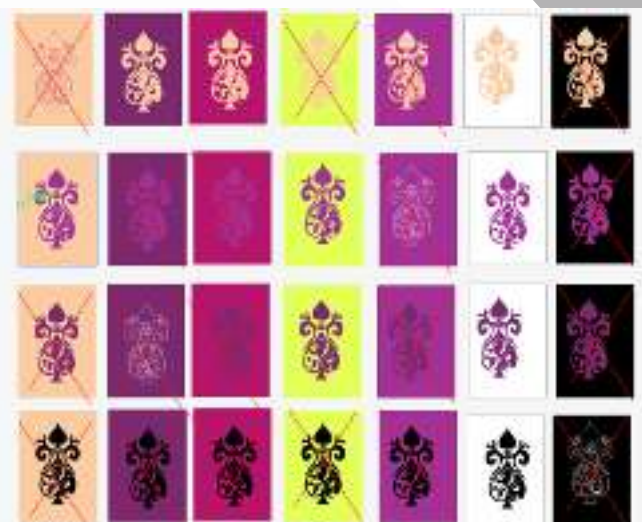
R=154
G=41
B=141
#9A298D

R=250
G=198
B=153
#F9C699
50% Opacity Gradient

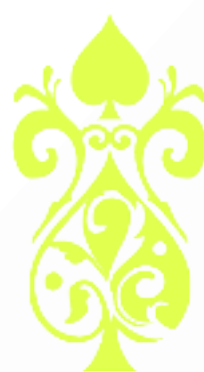
ULTIMATELY IT WAS DECIDED TO MOVE FORWARD WITH:



create a chart of every possible colour combination from your colour scheme and eradicate what doesn't look good or doesn't work for the feel of your brand now you have your colour use rules, write them down ie i only ever use black when required, and only ever with white, no colour



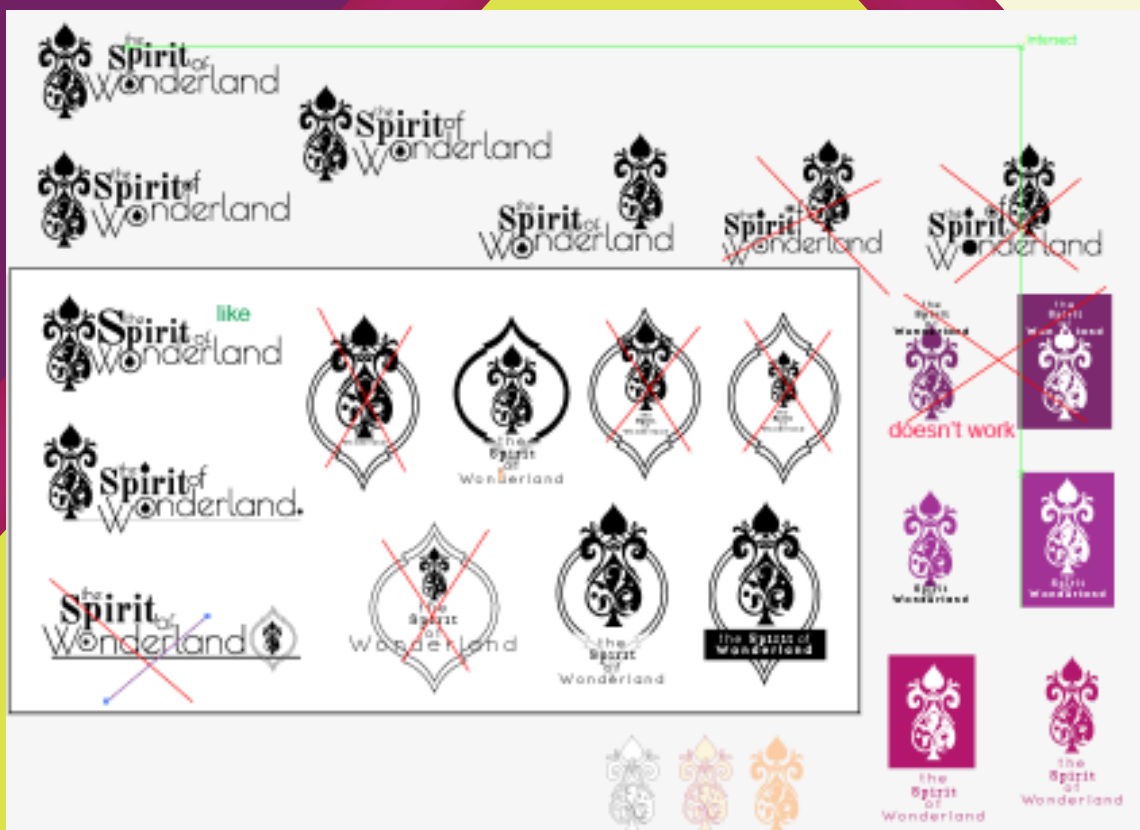
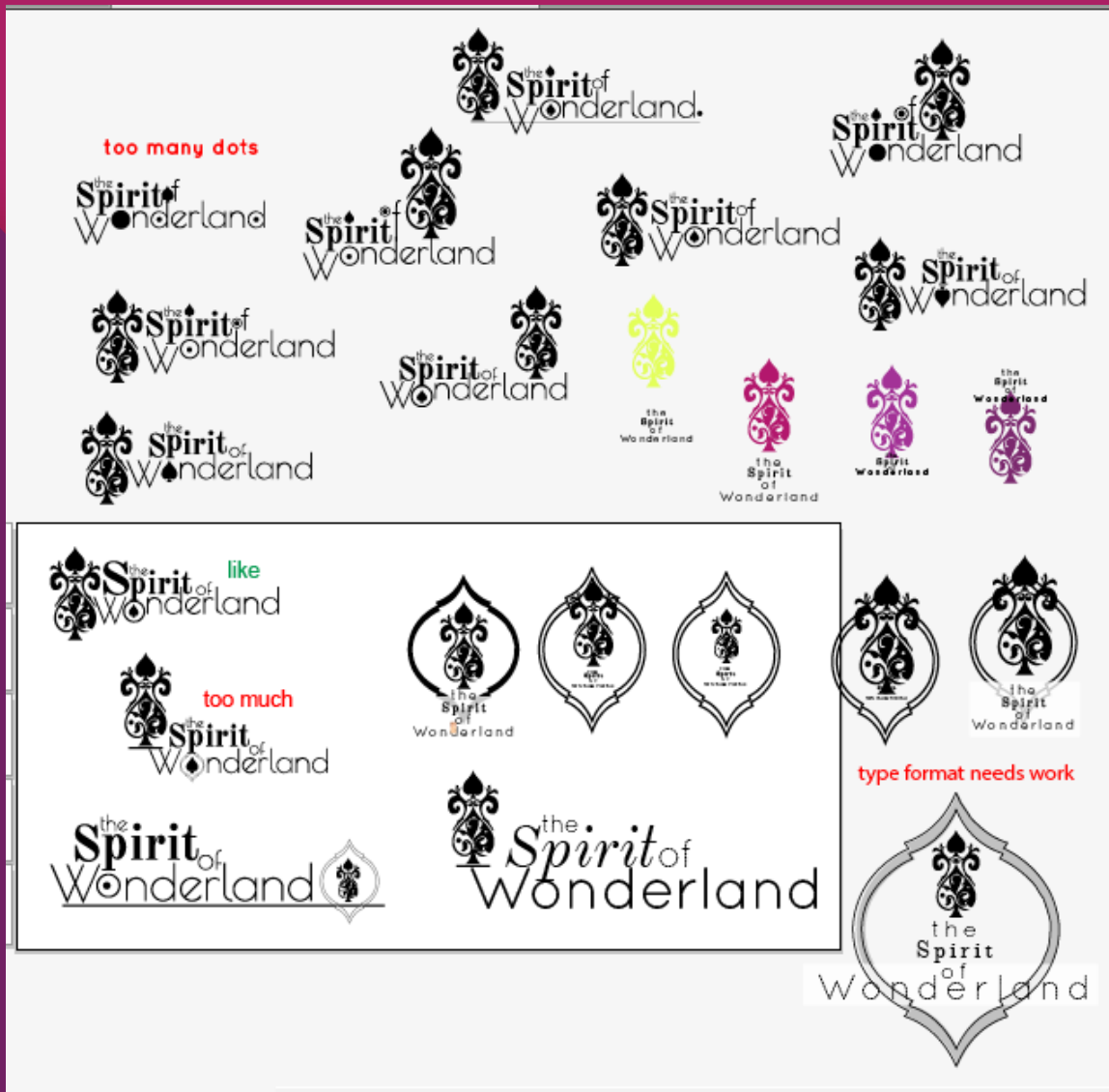
Option 1



Option 2



Additional concepts incorporating the client's suggestion of a shield:





horizontal format
text is more interesting,
works independantly or together

vertical format
text isn't very interesting,
but works in many variations

SO BLEND THEM
TOGETHER



1234567890

the Spirit of Wonderland
SPIRIT OF WONDERLAND
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890

the Spirit of Wonderland
SPIRIT OF WONDERLAND
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890

the Spirit of Wonderland
SPIRIT OF WONDERLAND
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz



ABOVE IS
MORE
BALANCED



vertical and horizontal form, not sure
they work as a pair



Don't think the variations really work
with the type not being centered

0 0
 nderland
 NDERLAND
 7GgHhIiJjKkLlMm
 7TtUuVvWwXxYyZz
abcdefghijklmnopqrstuvwxyz

0 0
 nderland
 NDERLAND
 ghHhIiJjKkLlMm
 7UuVvWwXxYyZz
abcdefghijklmnopqrstuvwxyz

0 0
 nderland
 NDERLAND
 7GgHhIiJjKkLlMm
 7TtUuVvWwXxYyZz
abcdefghijklmnopqrstuvwxyz









the Spirit of
Wonderland



the Spirit of
Wonderland



the Spirit of
Wonderland

text gets a bit lost



the Spirit of
Wonderland



the Spirit of
Wonderland

or centered?



the Spirit of
Wonderland



the Spirit of
Wonderland



the Spirit of
Wonderland



the Spirit of
Wonderland



the Spirit of
Wonderland



the Spirit of
Wonderland



the Spirit of
Wonderland

staggered?



the Spirit of
Wonderland

extended W?



the Spirit of
Wonderland



the Spirit of
Wonderland



the Spirit of
Wonderland.

think the line adds a little something



the Spirit of
Wonderland.



the Spirit of
Wonderland



the Spirit of
Wonderland

don't think I really need the dot, it serves no purpose and I already have 2 in spirit!



the Spirit of
Wonderland.



the Spirit of
Wonderland



the Spirit of
Wonderland



the Spirit of
Wonderland

extended W?



the Spirit of
Wonderland



the Spirit of
Wonderland



the Spirit of
Wonderland



the Spirit of
Wonderland



STAGE 6: Tagline

Informing, Inspiring & Empowering
for a Wonderful Life

Informing, Inspiring & Empowering
for a Wonderful Life

Informing, Inspiring & Empowering
for a wonderful life

INFORMING, INSPIRING & EMPOWERING
FOR A WONDERFUL LIFE

INFORMING, INSPIRING & EMPOWERING
for a wonderful life

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informing, inspiring & empowering for a wonderful life

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STAGE 7: Finals

