Campbell Photography

by brittany bellanca

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Logo Idea #2

heart-struck

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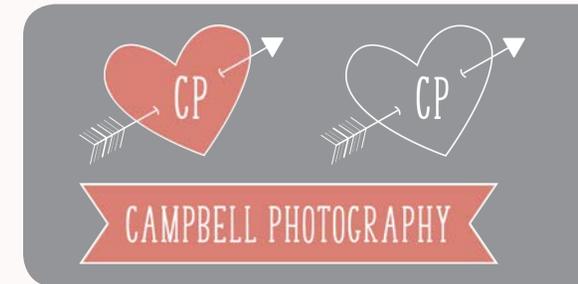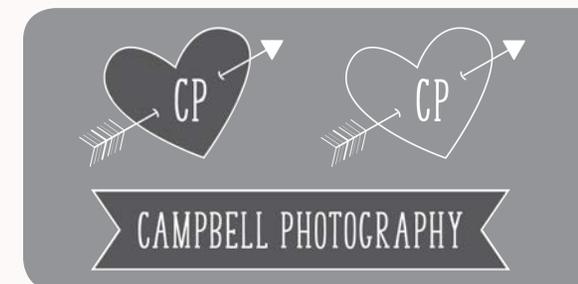
Client Needs

Must be simple, elegant, and stand out from competition while being creative

Must be flexible enough to work with a variety of potential clients

Must be able to replicate across all materials, including as a watermark

Logo Idea #1 hexagons

While creating the mood board, I was inspired by trends in weddings. Hexagons and rosy pinks really stood out to me, and I felt they would come across as a simple and elegant in a logo design. However, it did take a while to figure out the configuration; I tried varying the sizes and placements of hexagons, but in the end, I liked the way the company name fit against the c-shaped hexagons.

I chose a sans serif type called Beatles in its normal weight. The simple font in a dark gray created some nice contrast. A dark to light gray gradient to help create more interest. Altering the colors of each hexagon also made the design more interesting.

Overall, this design is very modern, clean, and simple. It does come off as elegant, but I do wonder if it will meet the client's "stand out" request. I feel like this is a very safe option for the client, but I think it would appeal to them.

The use of only shapes and type allowed for many variations of the design. The client will be able to choose the design that best fits the promotional material. For example, the small C of hexagons would make a great watermark. Each design will be easy to replicate.

I decided to take the advice of my peers and choose this version to present to the client. I removed the C from the small logo because it seemed that viewers could see the letter without it actually needing to be there.

Logo Idea #2 heart-struck

For this design, I was inspired by a website shared with us - hipsterlogo.com. I figured many potential customers in the wedding- and baby-having age are going to like a "hipster" logo. Many photographer logos are minimalistic, so this logo should stand out.

The font used is called Mistletoe Sans, but I'm not sure why it's called sans, since it is a serif font. I noticed that each of the logos included in the brief had a serif font, so I wanted to include an option with a serif.

This color combination is a bit romantic with the deep pink and medium gray. I really like way the white strokes help tie the white of the arrow and client name all together.

I really like the overall look and feel of this design and its variations. It is a bit more playful, but is still fairly simple. The "feathers" of the arrow may be difficult to replicate; I tried variations to simplify the feathers, but felt that it looked too childish with fewer feathers or feathers of the small thickness. I do wonder if the main design is elegant enough for the client. I think the client will really like the all white watermark version.

During the critique, my peers preferred this version of the heart-struck design. The most noticeable change is adding 'CP' to the inside of the heart. It allows the heart and arrow to be pulled out and used for different promotional materials. I really like that there are different sizes in this design.

Logo Idea #3 peacock

When I think about the words "elegant" and "stand out" I end up thinking about a peacock. I decided to create a simple peacock by using the pen tool to trace a picture (template) of a real peacock, then added some freehand feathers.

This design uses Superclarendon in its normal weight. This serif features a slight curl. The small curls are what drew me to this typeface. I felt those small details really enhanced the flow and elegance of the peacock.

The colors of this design were taken from an image of a peacock. I love the light to dark gradient on the main part of the bird. I used a gradient from light to dark on the feathers to draw the eye to the center, where the viewer will then read the client's name.

I really love this design; from the shape to the colors to the typeface, I'm honestly just really proud and pleased with how the design just pops right off the screen.

This is definitely a stretch design for the client. It is certainly creative, but does require a bit of explaining. I feel like it accomplishes simple and elegant, while standing out from competitors. It can be easily replicated and used as a watermark in any variation.

My peers really liked this design, but one did mention that the previous shape of the client's name kind of "stopped" the flow of the design. By center-aligning and enlarging the name, it now follows the flow of the the image.