



## Logo Design



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## LOGO DESIGNS - Various

**Bill Downie:** Creative Director (all) + Designer (4, 5 and 6)

**Morgan Downie:** Designer (2 and 3)



### 1. TOWN OF OSOYOOS

Letters stack to represent the sun high above the point where the 2 lakes converge at Osoyoos.



### 2. COMPUTER SERVICE AND REPAIR

Strong, confident colours and shapes of a torch create the letter 'T' in the negative space. Something our client was quite thrilled with.



### 3. AUTO LEASING

Gold represents the high-end vehicles they finance. The letter 'S' creates a strong steering wheel shape, common to both autos and boats.



### 4. MEDICAL CLINICS

The shield symbolizes protection and the 'C' and 'P' combine to create the apple, a symbol of health and preventative medicine.



### 5. MARKETING AGENCY

We wanted to be more subtle and avoid the obvious slingshot imagery. So, the dot above the 'i' became a pebble and the 'g' an elastic.



### 6. PRIVATE RESIDENCE CLUB

The illustration style and boat transom shape pay homage to the heritage of Lake Tahoe.

## LOGO DESIGNS - Various

Bill Downie: Creative Director (all)

Morgan Downie: Designer (9 and 11)



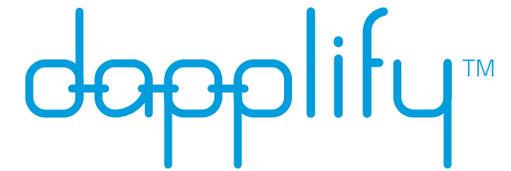
### 7. MASS TIMBER MANUFACTURER

Warm colours combined with strong shapes and type represent this architectural and structural wood product very well.



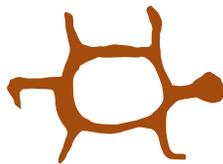
### 8. SMOKING CESSATION

Collaborating with students spawned the revolutionary look of this government initiative to help BC's youth help each other to quit smoking.



### 9. BLOCKCHAIN SOLUTIONS

Linking lower case letters combined with a confident blue speak to both the technology and warmth of this blockchain company.



Turtle  
Mountain

### 10. RESIDENTIAL COMMUNITY

The name and icon pay homage to the first (and protected) inhabitants of the mountain. The look was inspired by the rich, earthy warm tones of the area.

B ▲ B ▲ J ▲ M ▲ S

### 11. VACATION RENTAL SUITE

We highlighted the most spectacular features of Babajamas in this design; mountains, forest, ocean, and a cottage style home in which to decompress.



KLONDIKE®

### 12. OIL AND LUBRICANTS

The outer hexagon represents an engine bolt and movement. The Klondike 'K' symbolizes the point where lubricant meets steel.

## LOGO DESIGN - Army & Navy Department Stores, Vancouver

A review of the Army & Navy brand touch points revealed overwhelming inconsistencies but also inspired the brand 'evolution'. The original logo, found in the business card archives, was modernized, simplified and brought back to life - staying true to the A&N's heritage and value proposition.

**Bill Downie:** Creative Director + Designer

### PREVIOUS LOGO VARIATIONS

Discovered in store during brand review.



### NEW LOGO



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## LOGO DESIGN - *The Kettle Society, Vancouver*

Since 1976 The Kettle Society has quietly provided services to people suffering from mental health issues. Thankfully, in today's culture, the general public shows more empathy towards mental health issues. So, The Kettle decided to talk publicly about their services in an effort to attract donors. Hence the brand evolution.

The new design evolves the kettle with the addition of a flame/flower. The kettle is a nod to the group's history while the flame/flower projects warmth and growth. The colours symbolize 'gathering strength', as they become bolder moving left to right.

**Bill Downie:** Creative Director

OLD LOGO



NEW LOGO

