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Introduction

The existing logo uses multiple typefaces in black and cream, some with drop shadows, in a circular motif containing a deep red starburst on a lighter red background, angled left.



Evolution

The first two logo options are evolutions of the existing logo. They retain the red and black, the large W and the starburst but have been straightened up, simplified and use a more modern typeface.



Option 1



Option 2

Option 1

Pros

Continuity: The logo harks back to the current logo and will be recognisable to customers.

Cons

Continuity: Staying too close to the old logo could begin to look dated and imply a hesitancy to move forward into the future.

Complexity: Despite simplification, this is still a complex logo. It won't reproduce well at small sizes and looks "busy".



Format 1



Format 2



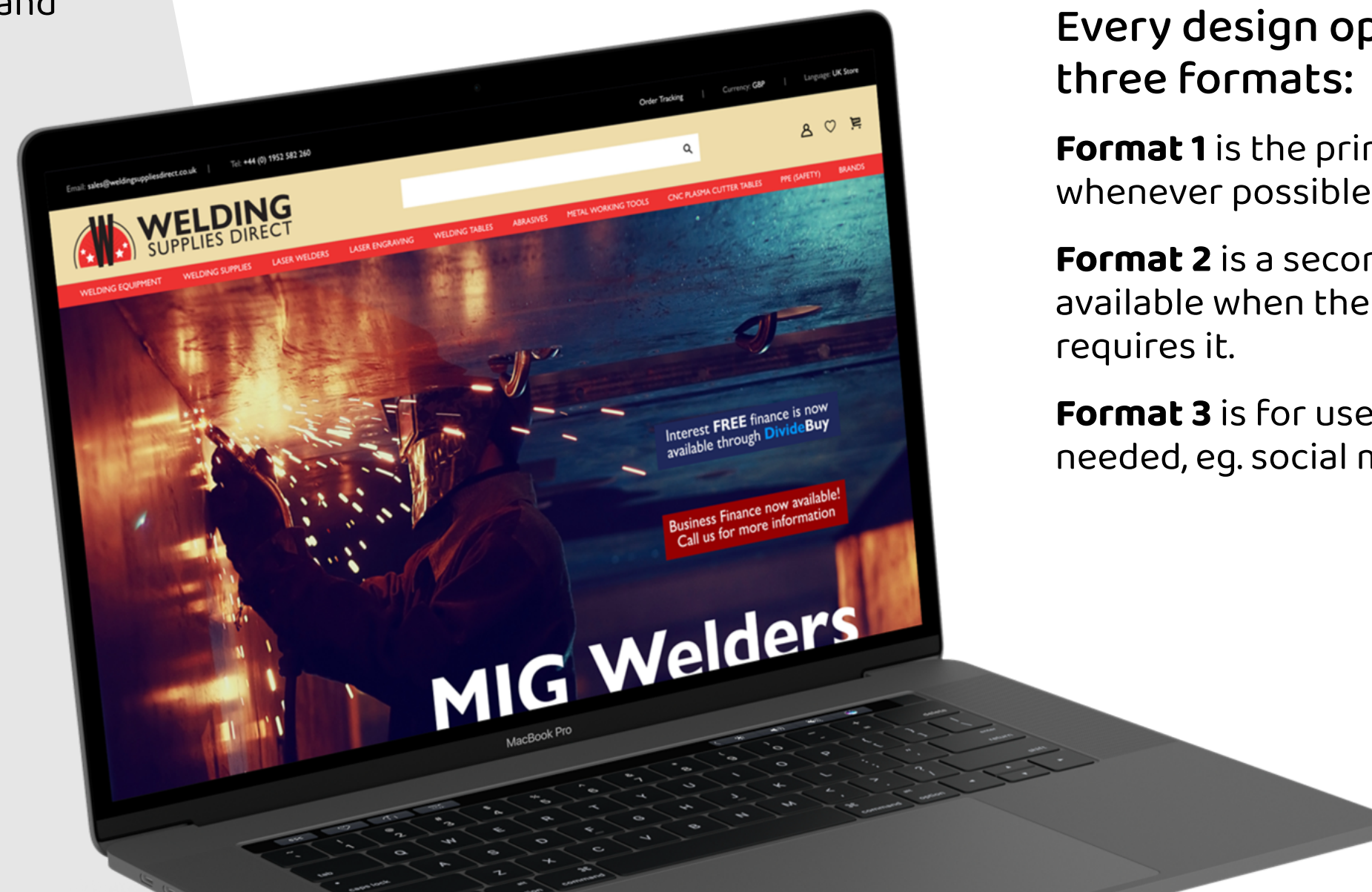
Format 3

Every design option includes three formats:

Format 1 is the primary choice whenever possible.

Format 2 is a secondary choice available when the available space requires it.

Format 3 is for use where an icon is needed, eg. social media profiles.



Option 2

Pros

Continuity: The logo harks back to the current logo and will be recognisable to customers.

Less Clutter: Option 2 has less clutter than option 1, although it is still a relatively busy design.

Cons

Continuity: Staying too close to the old logo could begin to look dated and imply a hesitancy to move forward into the future.



Format 1



Format 2



Format 3



Revolution

The next two logo options are revolutions of the existing logo. They retain key elements like the colour choice and circular motif, but take it in a new and different direction.



Option 3



Option 4

Option 3

Pros

Continuity: The logo retains the shape and the key colours of the current logo.

Adaptability: The logo can easily be repurposed for different uses, and made single-colour where needed.

Extensibility: Visual elements of the logo lend themselves to being extended into a full branding scheme.

Cons

Fluidity: The hand-lettering of the W is offset by the more structured lettering of the name, but an even more structured logo may be more appropriate to the business.



Format 1



Format 2



Format 3



Option 4

Pros

Continuity: The logo retains the shape and the key colours of the current logo.

Adaptability: The logo can easily be repurposed for different uses, and made single-colour where needed.

Extensibility: Visual elements of the logo lend themselves to being extended into a full branding scheme.

Cons

Fluidity: The hand-lettering of the W is offset by the more structured lettering of the name, but an even more structured logo may be more appropriate to the business.



Format 1



Format 2



Format 3



Request

This option was one that was requested, based on the SIG Sauer logo, and other similar logos. This presents a departure from previous designs while retaining the circular motif and the same colour palette.



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Option 5



Inspiration

Option 5

Pros

Continuity: The logo retains the shape and the key colours of the current logo.

Adaptability: The logo can easily be repurposed for different uses, and made single-colour where needed.

Cons

Originality (lack of): There are many similar logos (SIG, MG for example).



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Format 1



Format 2



Format 3



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Wild Cards

The final two options are complete departures from the previous design.

Retaining the black and red colour combination for continuity, the designs point to a new direction and a different way of thinking.



Option 6



Option 7

Option 6

Pros

Continuity: The logo retains the key colours of the current logo and a circular element.

Adaptability: The logo can easily be repurposed for different uses, and made single-colour where needed.

Originality: It presents a forward motion, demonstrating a progressive company not locked in the past.

Cons

Fragility: The thin lines and round shapes may not be appropriate to the business.



Format 2



Format 1



Format 3



Option 7

Pros

Continuity: The logo retains the key colours of the current logo.

Adaptability: The logo can easily be repurposed for different uses, and made single-colour where needed.

Originality: It shows a change of direction that demonstrates that the company is not standing still.

Strength: It's a strong and stable structure more appropriate to the business type.

Cons

Difference: This has the least similarity with the current logo and may need time to become recognised by customers.



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Format 1



Format 2



Format 3



What next?

Give some thought to whether one logo in particular stands out to you more than all the rest.

After picking one (or if you can't pick one) take a look through the other logos again and pick out any individual design elements you would like included in the final logo.

Once you have made a decision and made some notes, let me know at hello@philiposborne.co.uk. I will produce the next draft and send it back to you for the next round of revisions.