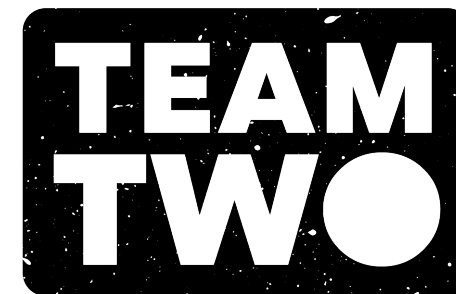


Logo Round 1

Creative Co-Labs



The following logo designs were thoughtfully created by our designers and art director based on the previous team's discovery phase paired with ideas inspired during the kick-off meeting. Each design reflects the connectivity and collaborative spirit of Creative Co-Labs as well as the resulting bridge between technology and humankind through a combination of modern, upscale, and clean graphics and typography.

Option 1a

Lines flow in perfectly spaced harmony to emphasize the feeling of interconnection while at the same time, representing a circuit board or metro map in its cleanest form. The words below serve a purpose both as a description and a bold yet refined anchor.



Primary Logo at 1"



Primary Logo

Option 1a

Color Versions



Option 1a

Color Palette

CMYK: 27 / 100 / 100 / 31
RGB: 141 / 8 / 1
HEX: #8D0801

CMYK: 8 / 28 / 81 / 0
RGB: 234 / 183 / 80
HEX: #EAB750

CMYK: 79 / 36 / 54 / 14
RGB: 55 / 119 / 113
HEX: #377771

CMYK: 65 / 20 / 33 / 0
RGB: 92 / 164 / 169
HEX: #5CA4A9

Option 1a Application



Option 1b

Circuit board lines and circles turn the letterforms into conductors of currents, of ideas. Paralell to the firings of the human brain, the circuitry celebrates the relationship and interconnectivity between both worlds.



Primary Logo at 1"



Primary Logo

Option 1b
Color Versions



Option 1b

Color Palette

CMYK: 30 / 78 / 15 / 0
RGB: 180 / 89 / 144
HEX: #B45990

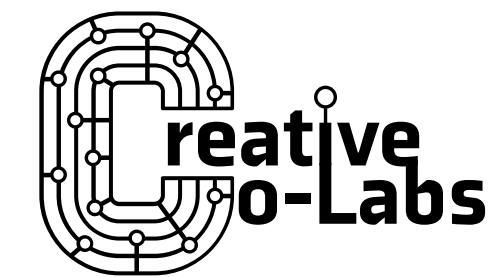
CMYK: 66 / 7 / 47 / 0
RGB: 83 / 179 / 157
HEX: #53B39D

CMYK: 52 / 22 / 26 / 0
RGB: 127 / 169 / 179
HEX: #7FA9B3

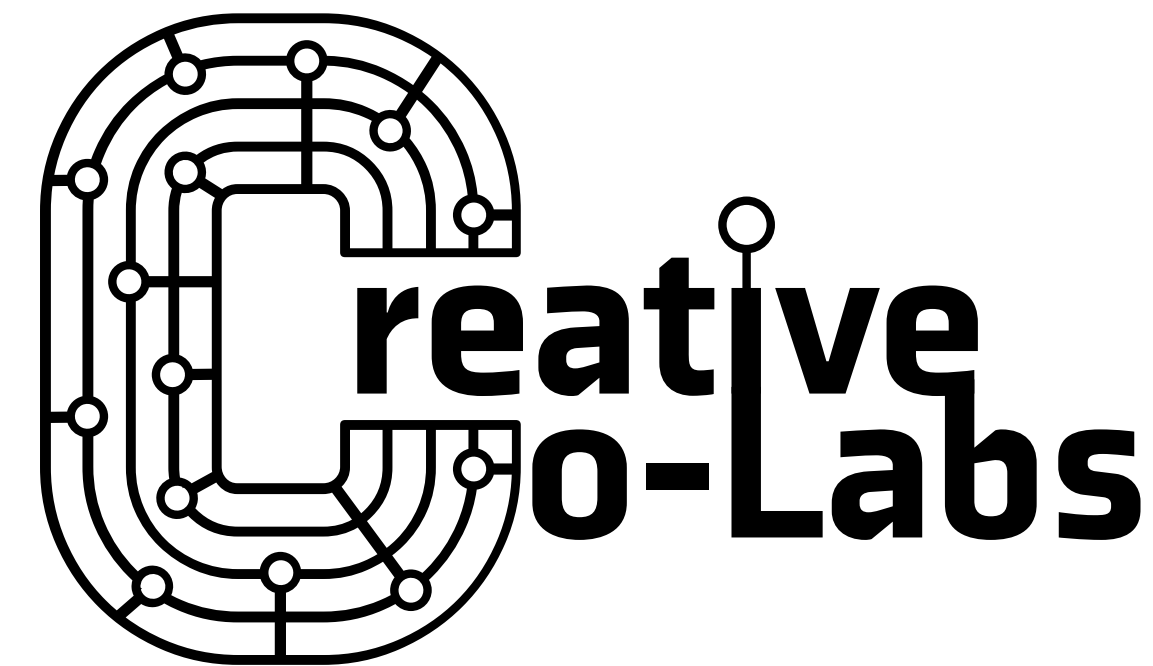
CMYK: 46 / 60 / 0 / 0
RGB: 147 / 116 / 179
HEX: #9374B3

Option 1c

Similar to both options 1a and 1b, this variation furthers the circuitry concept to meet the words with certain letters acting as pathways—a connecting bridge of ideas and interactions.



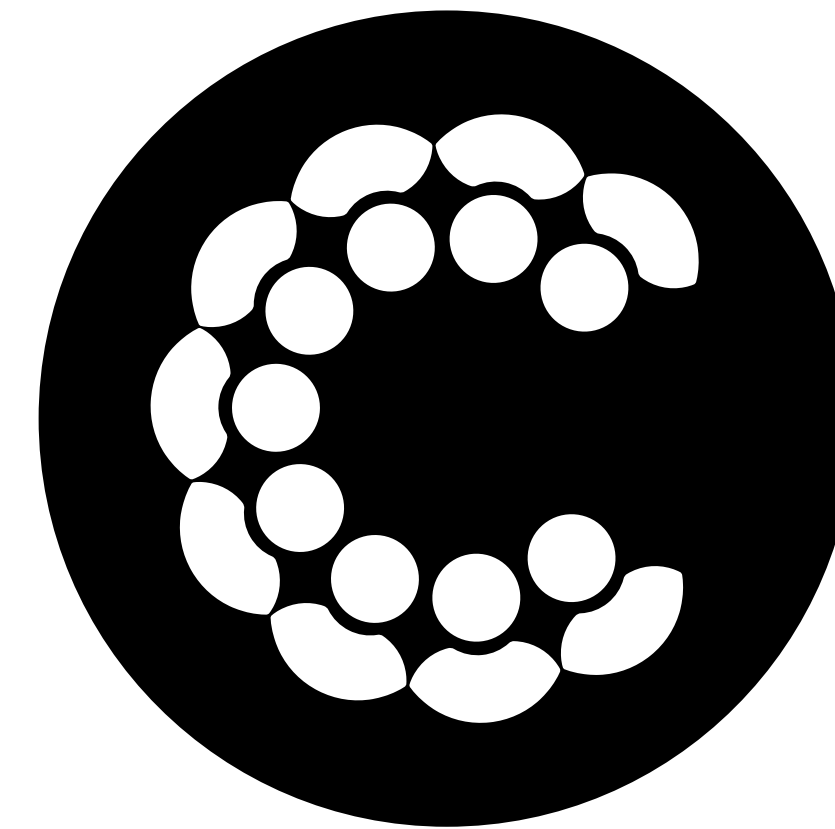
Primary Logo at 1"



Primary Logo

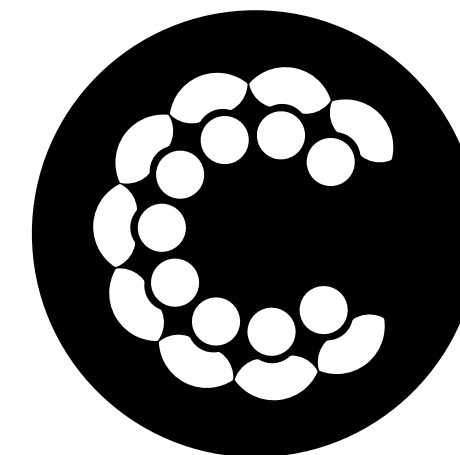
Option 2a

Persona heads create the soft curve of the letter C, elevating the letterform into much more—a literal coming together of persons to form a collaborative community. The repeating shapes are reminiscent of a gear or a petal-like bloom of new ideas.



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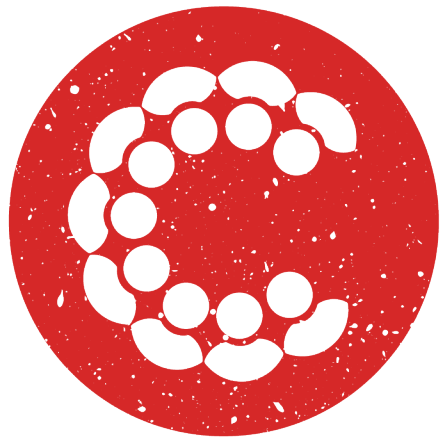
Primary Logo



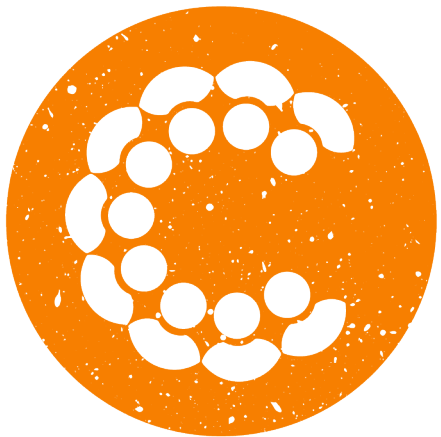
**CREATIVE
CO-LABS**

Primary Logo at 1"

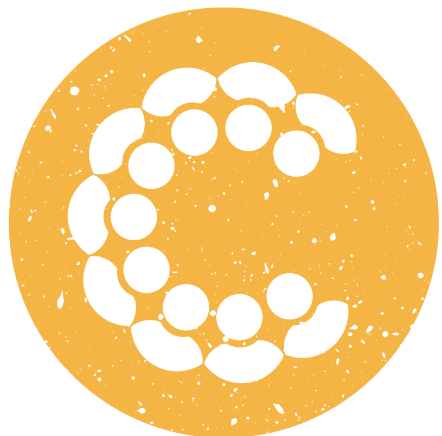
Option 2a
Color Versions



**CREATIVE
CO-LABS**



**CREATIVE
CO-LABS**



**CREATIVE
CO-LABS**



**CREATIVE
CO-LABS**

Option 2a

Color Palette

CMYK: 10 / 97 / 99 / 2
RGB: 214 / 40 / 40
HEX: #D62828

CMYK: 0 / 62 / 100 / 0
RGB: 247 / 127 / 0
HEX: #F77F00

CMYK: 3 / 31 / 84 / 0
RGB: 244 / 181 / 69
HEX: #F4B545

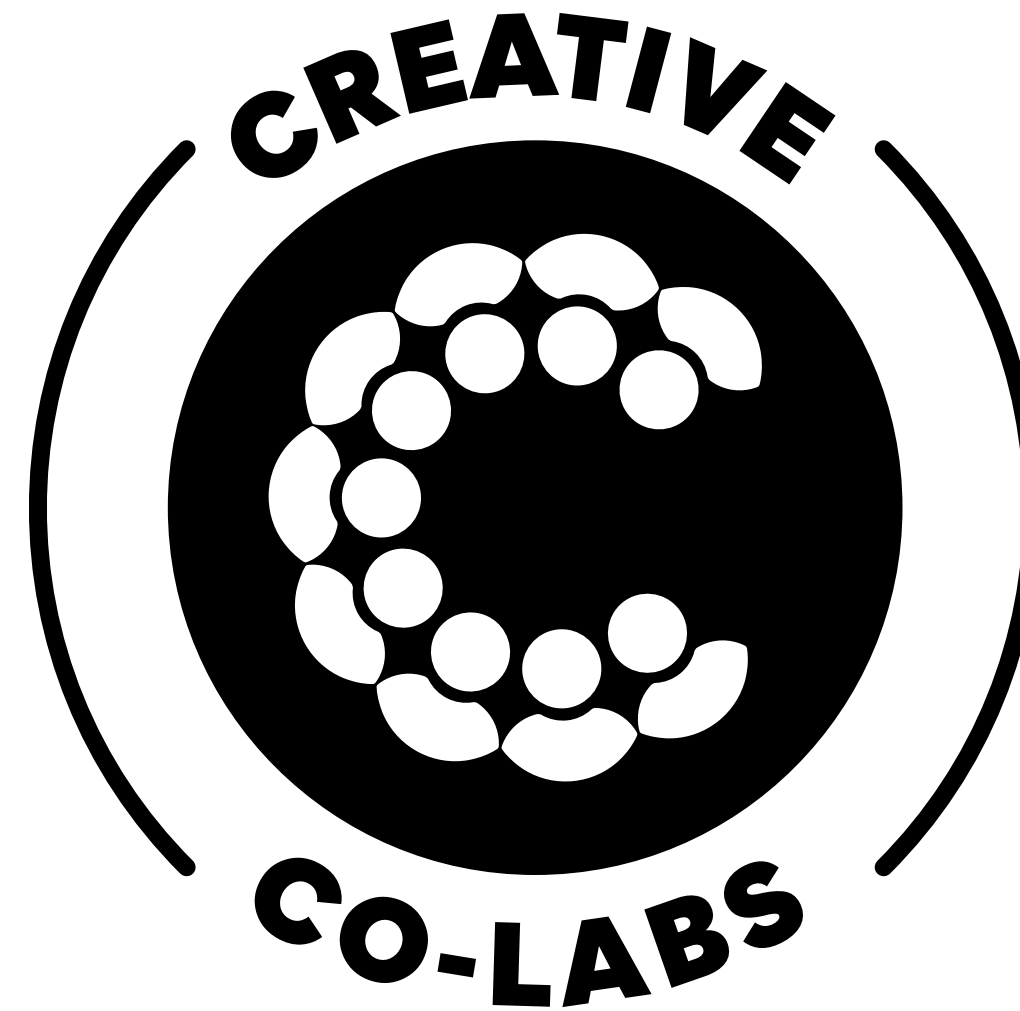
CMYK: 100 / 76 / 46 / 44
RGB: 0 / 48 / 73
HEX: #003049

Option 2a
Application

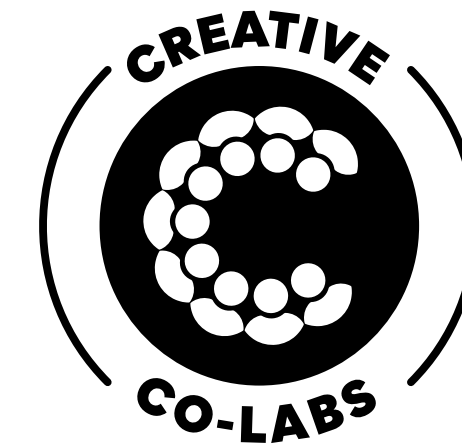


Option 2b

Here, the concept is the same as 2a with a heightened sense of circular energy and interaction between the shapes and words.



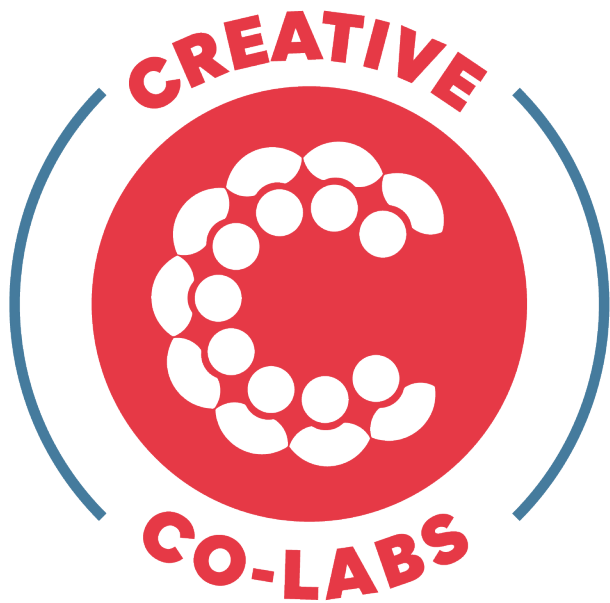
Primary Logo



Primary Logo at 1"

Option 2b

Color Versions



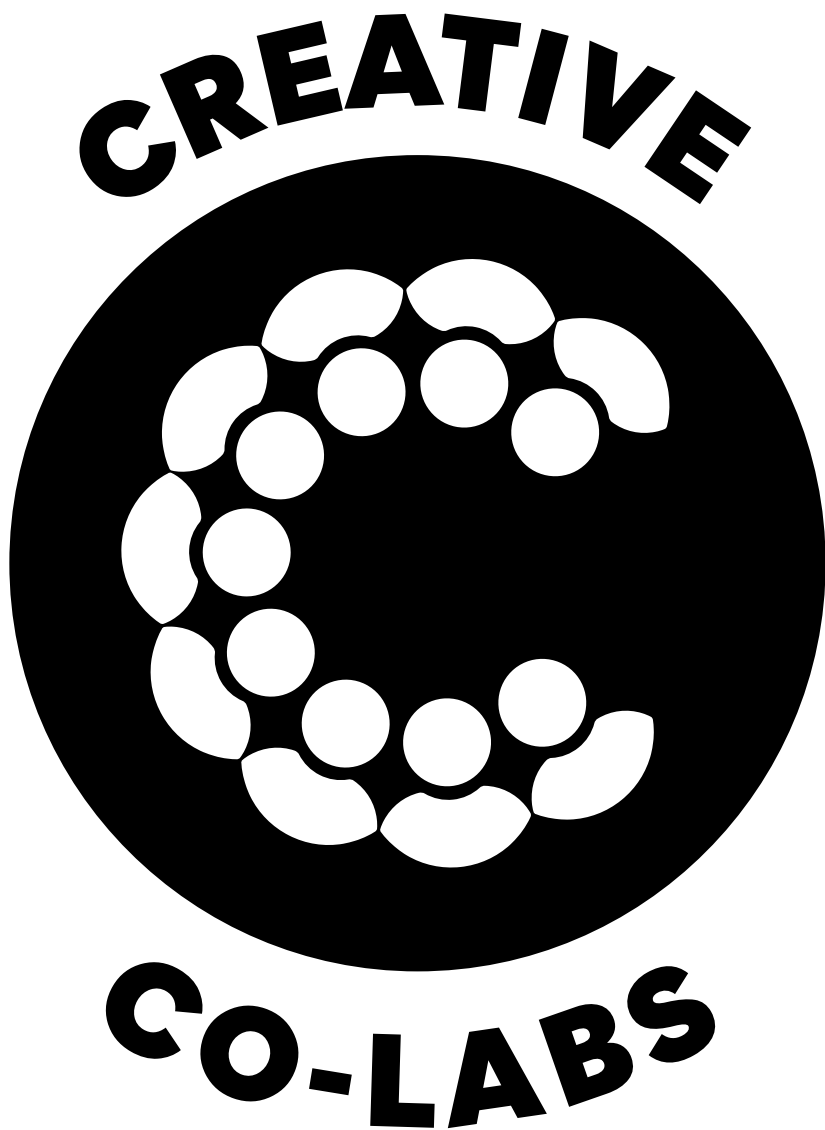
Option 2b

Color Palette

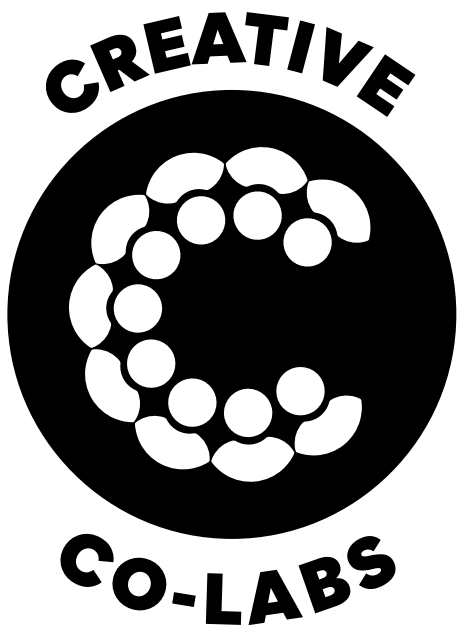


Option 2c

A further simplification of 2b that fully embraces curvilinear energy and interaction.



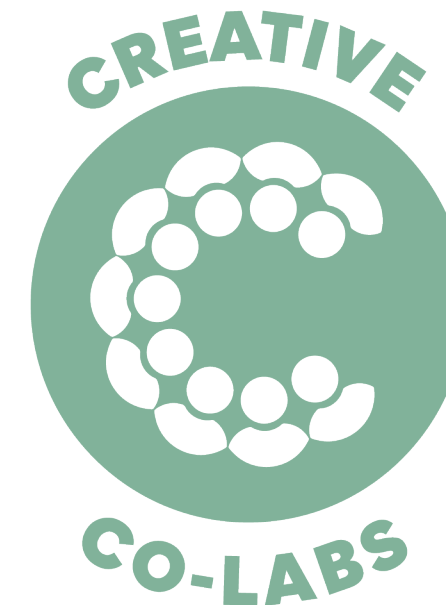
Primary Logo



Primary Logo at 1"

Option 2c

Color Versions



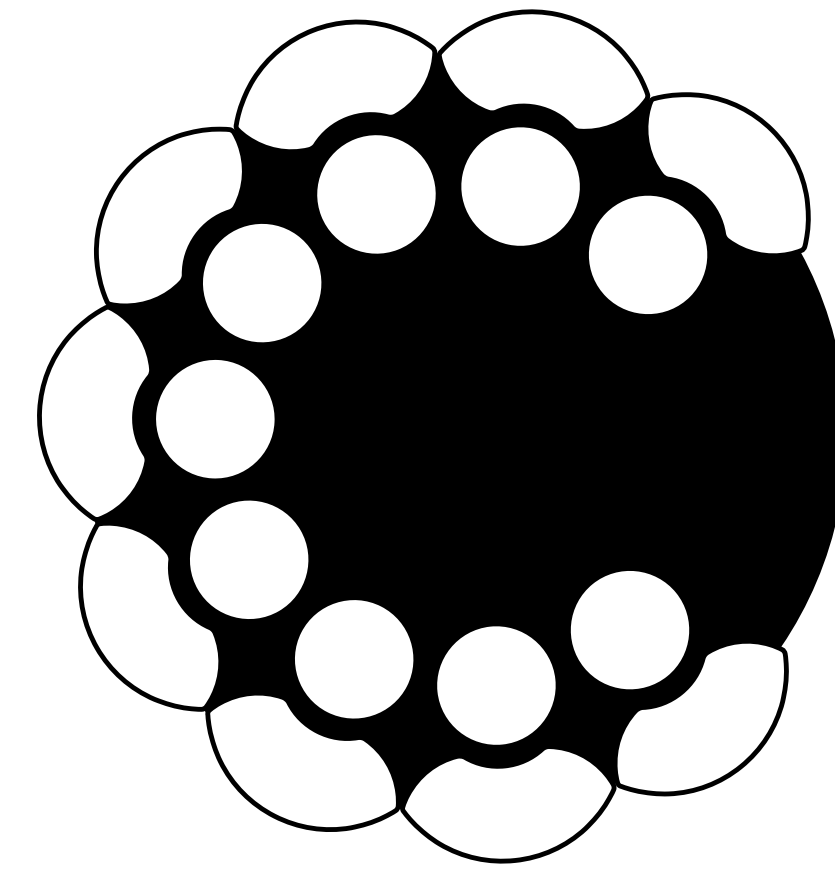
Option 2c

Color Palette



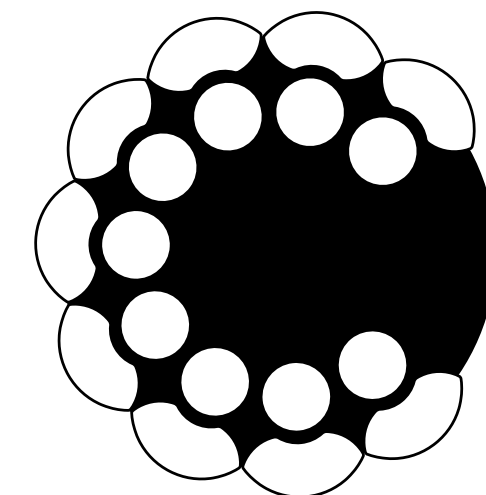
Option 2d

Thinking outside of the box (or circle!), this version offers a fresh and dynamic energy to the gear and bloom concepts introduced in version 2a.



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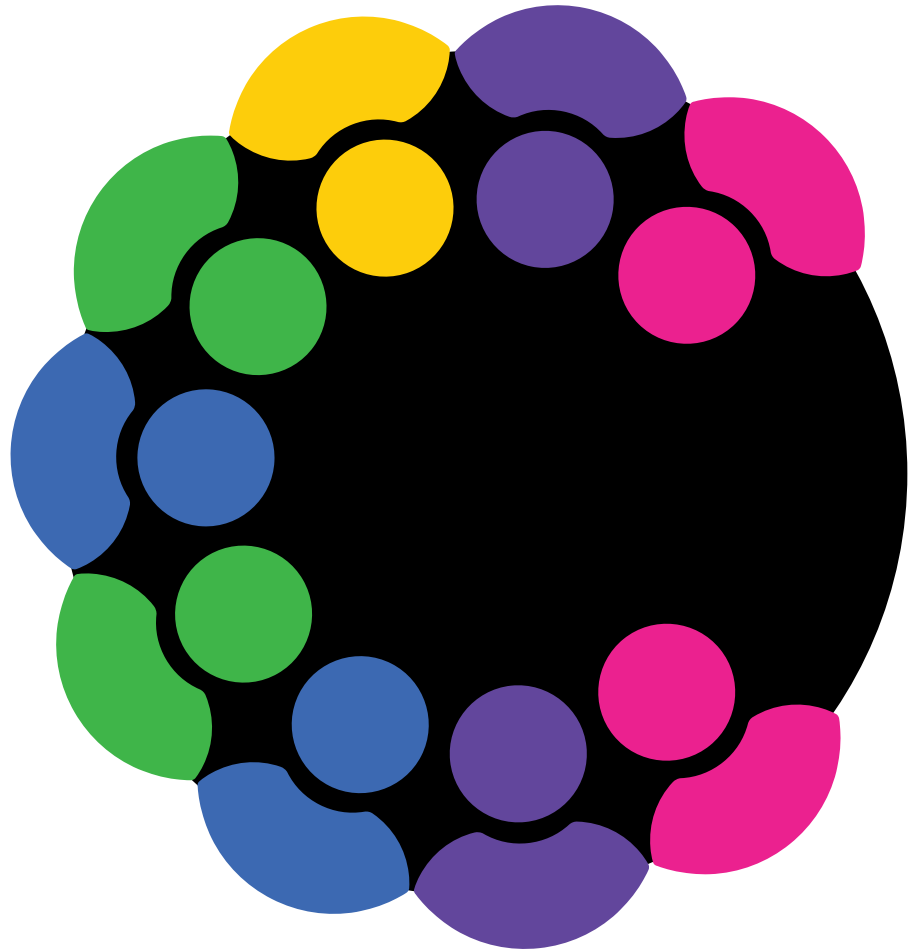
Primary Logo



**CREATIVE
CO-LABS**

Primary Logo at 1"

Option 2d
Color Version



**CREATIVE
CO-LABS**

Option 2d

Color Palette

CMYK: 1 / 96 / 0 / 0
RGB: 235 / 33 / 143
HEX: #EB218F

CMYK: 1 / 18 / 99 / 0
RGB: 253 / 205 / 11
HEX: #FDCD0B

CMYK: 74 / 0 / 100 / 0
RGB: 63 / 181 / 0
HEX: #3FB549

CMYK: 82 / 60 / 0 / 0
RGB: 60 / 105 / 178
HEX: #3C69B2

CMYK: 74 / 86 / 0 / 0
RGB: 98 / 70 / 156
HEX: #62469C

Option 3

The bubble-wrapped letters, enveloped in a strong rectangular background, are a modernized take on the everyday metro sign—evoking a sense of adventure, an embarkment on a journey, and the infinite crossing of paths.



Primary Logo at 1"



Primary Logo

Option 3

Color Versions



Option 3

Color Palette

CMYK: 10 / 97 / 99 / 2
RGB: 214 / 40 / 40
HEX: #D62828

CMYK: 0 / 62 / 100 / 0
RGB: 247 / 127 / 0
HEX: #F77F00

CMYK: 1 / 27 / 82 / 0
RGB: 252 / 191 / 73
HEX: #FCBF49

CMYK: 12 / 11 / 42 / 0
RGB: 226 / 214 / 161
HEX: #E2D6A1

CMYK: 91 / 55 / 38 / 16
RGB: 23 / 94 / 119
HEX: #175E77

Option 3 Application



Thank you.