



BRAND APPLICATIONS



BRANDING

This newly established storm water management company was previously unnamed. The client asked for our support in naming the company along with design of a new logo and brand identity.

Our approach was to create a name and corresponding logo mark that is aspirational and contemporary with a fresh color palette that draws from nature and the outdoors.



COLOR PALETTE



ICON



LOGO



FONT CHOICE

Aileron Heavy

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Vista Sans Nar OTCE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz