

## Brand design proposal 2nd round

### Reverie Retreat

Revisions to logo concept 2: Font sheet, rough logo variations, developed directions showing two potential color palettes and usage.

### Font selection

Selection of various fonts to help hone down mood and character for customized logo.

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Design variations

Rough representations of selected logo with different placements and concepts. Not developed; these would need more refinement and customization.



Developed design option I

First of two schemes for single logo option showing more finalized art, palettes and usage (shown next page). Expectation is that logo art would be further refined and cleaned up from this point if chosen.

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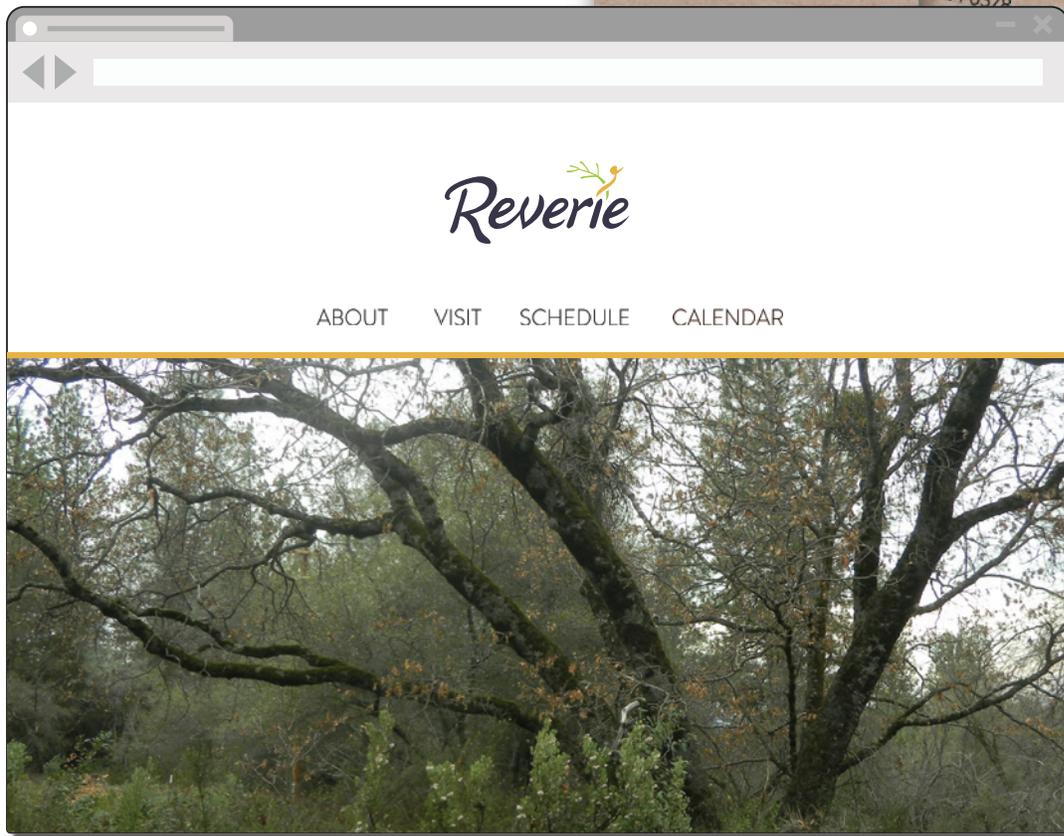
Reverie



Developed design option I

Idea for potential usage for this option.

*Theme:* Bold, minimal design elements. Focus on photography with touches of bright colors and subtle textures (craft paper,, etc.,) to add vibrance. Script font would mimic logo but would be used sparingly in conjunction with elegant sans-serif text.



*Subheads and headers*

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Developed design option 2

Second of two schemes for single logo option, palettes and usage (shown next page). Expectation is that logo art would be further refined and cleaned up from this point if chosen.

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## Developed design option 2

Idea for potential usage for this option.



**Theme:** Muted colors play a backdrop to lively artistic photos of the food and grounds. Tone is serene yet warm with natural textures added for emphasis. Vibrant shades such as violet and tomato used to add subtle elements of surprise. Fonts are a combination of clean sans- and serif text.

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