

Waypoint Collective

Logo design presentation v.1

July 3, 2019

Typography Inspiration

waypointWAYPOINT



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This concept is based on the brass locator buttons used by the U.S. Geologic Survey. It embraces the ideas of journey, planning and guidance.



Typography Inspiration

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This direction would feature a stylized illustration of a baby oak tree just emerging from an acorn used as an icon of sorts. The image represents the ideas of beginnings, growth and potential as well as strength, protection and a lasting existence. This approach would lend itself well to using a series of images all in the same style that could be swapped out for one another to create variety.

Typography Inspiration

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The image here would be a cairn, denoting a marker along the pathway. It embraces the ideas of journey, guidance, milestone and achievement.


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Typography Inspiration

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The mark here is a very stylized W that invites the viewer to interpret it for themselves. The lines could represent a trail or pathway. They could be seen as three people coming together. It really is in the eye of the beholder. Depending on what a person sees, it could represent exploration and journey. It could also represent collaboration and partnership.

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Typography Inspiration

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This design would take a standard typeface and deconstruct bits of it to create a unique, stylized type treatment that recreates some of the various marks different native tribes and modern hikers use to mark trails. This embraces the ideas of journey, direction, guidance, milestone and achievement.

Typography Inspiration

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This design would be a stylized representation of tree rings. Embedded in the center is the triangle and dot symbol typically used by surveyors to mark an exact spot of measurement. It embraces the ideas of growth over time, exploration, journey and guidance.

Typography Inspiration

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This design is a more literal representation of modern style trail signs. It embraces the ideas of starting points, journey, exploration, direction and guidance.



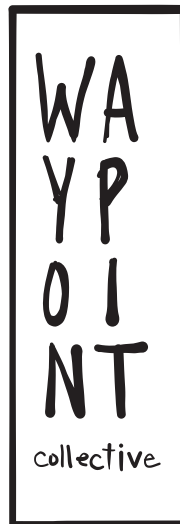
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COLOR EXAMPLES



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