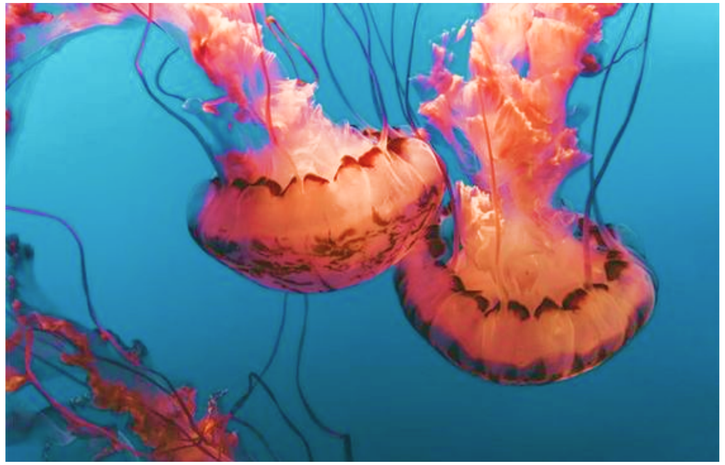
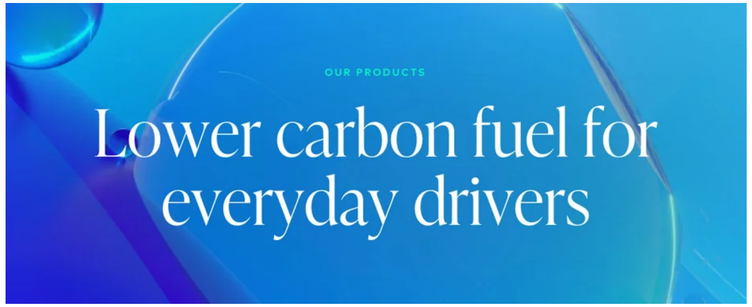
MEDUSA
BRAND IDENTITY

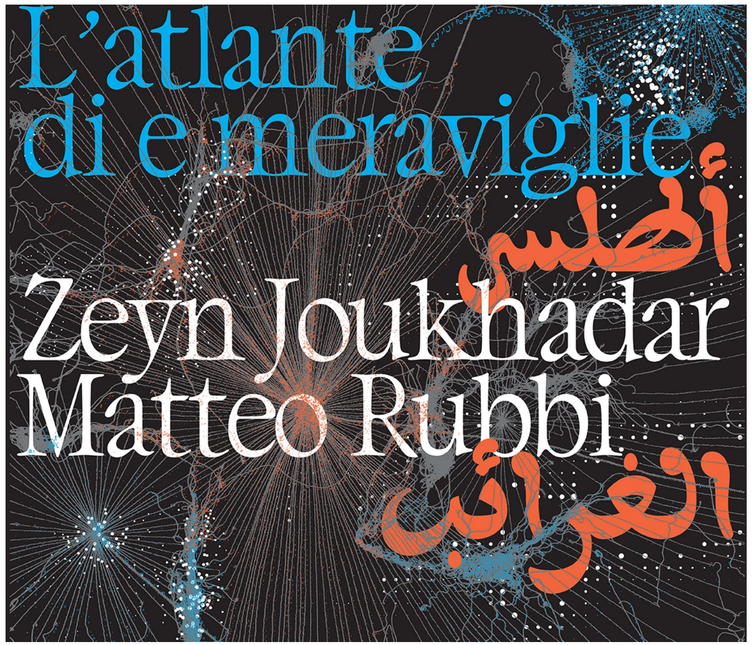
CRCLE
20 DEC ‘22

MOODBOARD






OUR PRODUCTS
Lower carbon fuel for
everyday drivers


L’atlante
di e meraviglie
أطلس
Zeyn Joukhadar
Matteo Rubbi
الغرائب





CURRENT LOGO THOUGHTS

SENTENCE CASE ISN'T STANDARD FOR LOGOS

Medusa

WHEN YOUR NAME IS THIS SHORT YOU WANT IT TO ALIGN WITH AN ELEMENT OF THE LOGO



IN RBG COLOR MODE WE CAN SEE BRIGHTER BLUES SO WE SHOULD UTILIZE THAT COLOR SPACE

WHEN 2 COMPONENTS ARE 13PX~ APART YOU WANT THE CURVES TO MATCH

TENTACLES COMING FROM THE TOP OF THE HEAD ARE A BIT CONFUSING. MAKES ME WONDER IF THEY AREN'T SUPPOSED TO BE SOMETHING ELSE.

THE TIPS OF TENTACLES WILL LOSE DEFINITION WHEN AT A SMALLER SCALE

LOGO CONCEPTS - ITERATION 1

ORIGINAL LOGO

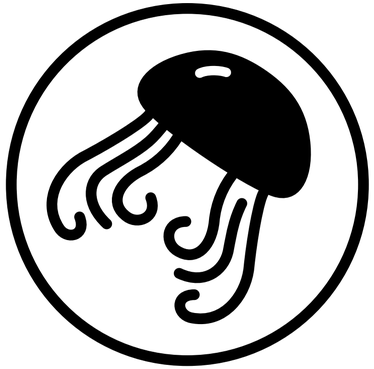




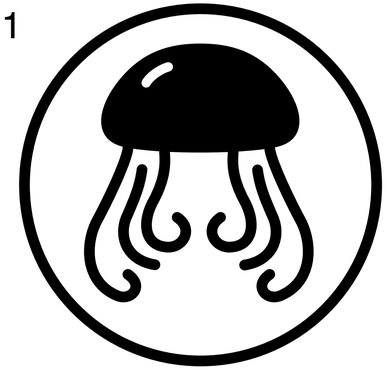
01.1



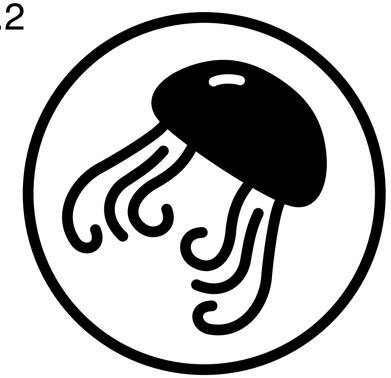
01.2



02.1



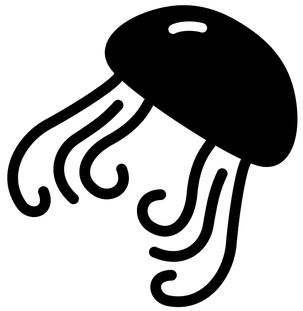
02.2



02.1



02.2



LOGO FEEDBACK AFTER 20 12 2022 MEETING

01
GET RID OF CIRCLE

02
LINE ON HEAD IS TOO CARTOONISH

03
GET RID OF CURLS AT THE END OF TENTACLES

04
TRY CONCEPTS WHERE TENTACLES INTERTWINE

05
TRY CONCEPTS WHERE THERE ARE LESS TENTACLES

LOGO CONCEPTS - ITERATION 2

THIS CONCEPT LENDS ITSELF TO SYMMETRY. REDUCING THE TENTACLES MAKES THE LOGO LOOK UNFINISHED



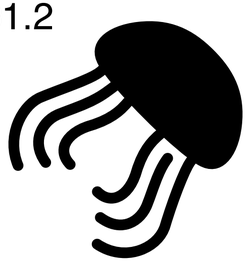
ORIGINAL LOGO



01.1



01.2



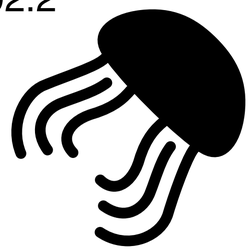
ONE TENTACLE
DISCONNECTED

CURVED HEAD

02.1



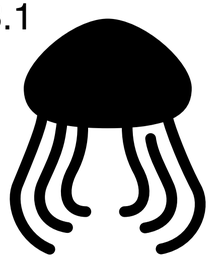
02.2



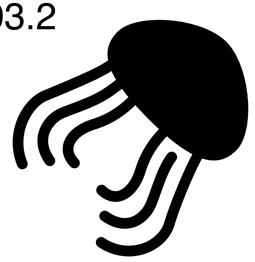
TWO TENTACLES
DISCONNECTED

CURVED HEAD

03.1



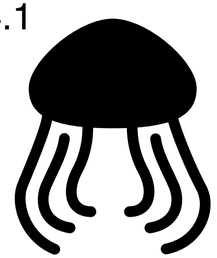
03.2



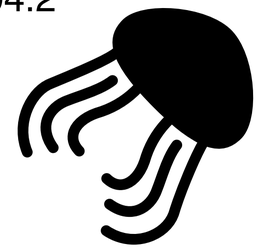
ONE TENTACLE
DISCONNECTED

TRIANGULAR HEAD

04.1



04.2



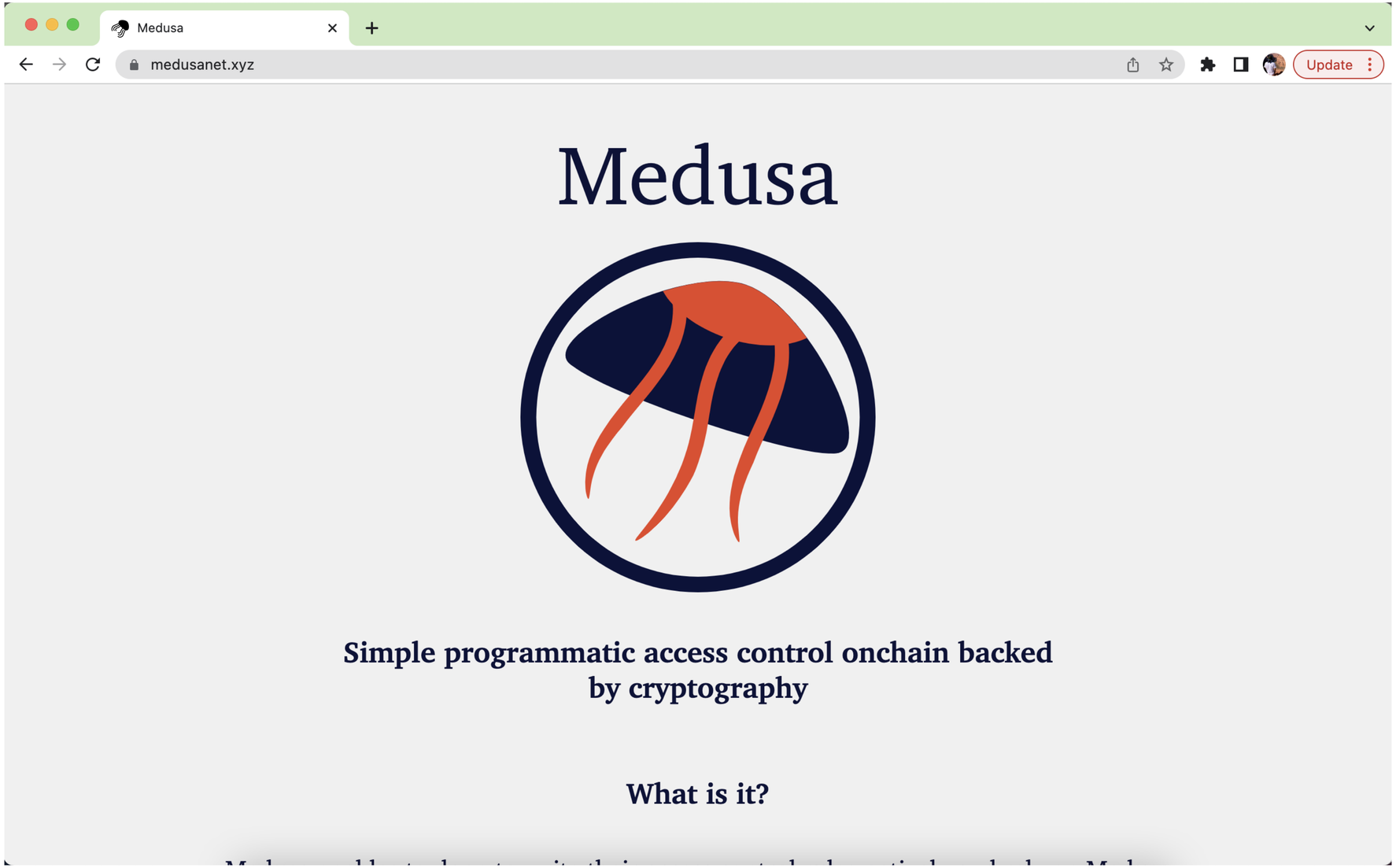
TWO TENTACLES
DISCONNECTED

TRIANGULAR HEAD



TO ILLUSTRATE HOW
REDUCING THE TENTACLES
MAKES THIS CONCEPT
LOOK INCOMPLETE

LOGO CONCEPTS - ITERATION 2 FAVICON EXAMPLE



LOGO CONCEPTS - ITERATION 3

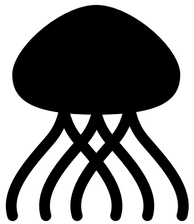
CONCEPTS WITH TENTACLES INTERTWINING. THIS LOGO ALLOWS
FOR LESS TENTACLES WHILE STILL FEELING COMPLETE



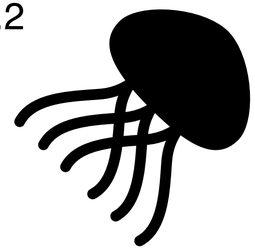
ORIGINAL LOGO



01.1



01.2

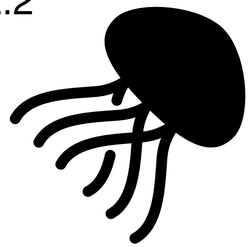


6 TENTACLES

02.1

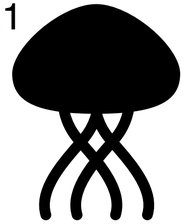


02.2

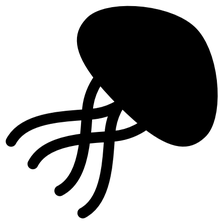


6 TENTACLES
WITH DISCONNECT

03.1



03.2

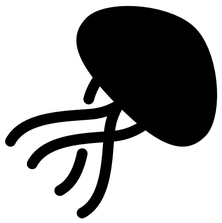


4 TENTACLES

04.1

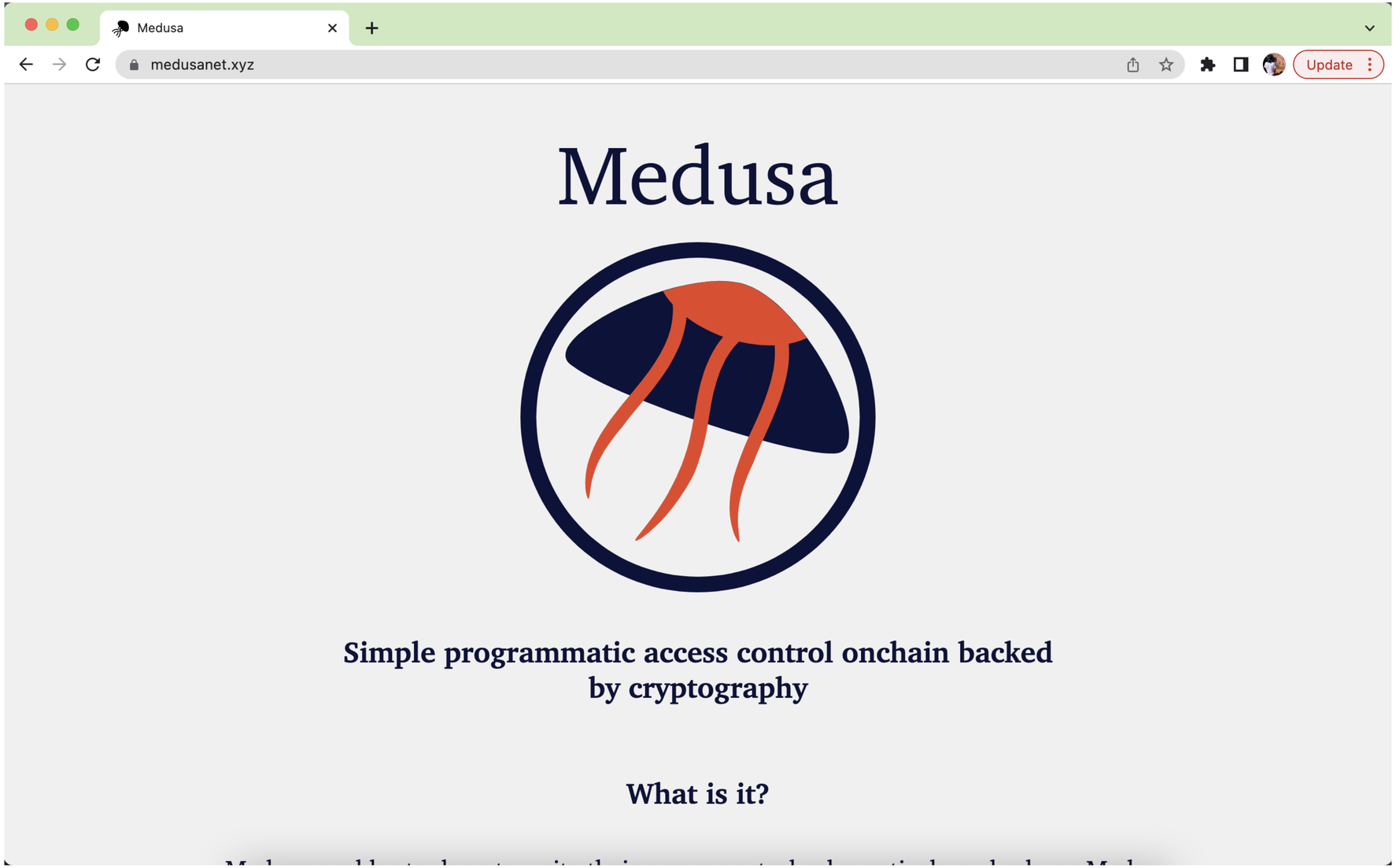


04.2



4 TENTACLES
WITH DISCONNECT

LOGO CONCEPTS - ITERATION 3 FAVICON EXAMPLE



NEXT STEPS

01
CHOOSE LOGO DIRECTION

02
(NEXT PRESENTATION) FONT & COLOR SCHEME