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# Colby Law

## Branding: round 2

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September 23, 2020



lukedavais.com



# Round 1 Recap

Round 1 showed us what direction we want to go. Option 2 showed a strong and clear sense of symbolism using the historic Brite Spot shape as a compass, a great image for a lawyer.

Moving forward with round one, option 2, we can continue to craft the brand by making these adjustments:

- **Increased evidence of the negative space “C” as seen in option 1**
- **Font choice felt optimal in the chosen option 2, no need to divert from this**
- **More color options for option two that do not divert from or delute the visual compass**





## Updated mood board

Adjustments to our mood board were made to reflect the color decisions and uses found in other examples. This direction has a strong compass meaning, which most folks associate with the red needle point. Red may be a strong player in future color options, or at least in a way to call out the guidance aspect of this mark.

Great ways to show contrast in our content:

- Use red only as the needle point
- Use other colors that are compliments or opposite compliments to keep strong contrast
- Call on similar camping, nautical, or map brands for color inspiration

NOTE: the images you see here are not a diversion from the brand style, but only used as color inspiration.





**1**

**Confident,  
but approachable**

Your brand marks should speak to the experience and integrity you bring to the table. It should do this without being braggy or unattainable.

**2**

**Safe,  
but not soft**

The marks should instill safety and security, acting as a beacon of hope. This doesn't mean it should look soft and fluffy, rather tried and true.

**3**

**Simple,  
but not boring**

The best brands are made from minimal marks, yet speak to a larger picture overall. Your marks will be minimal, but hold maximal meaning.



# Option one

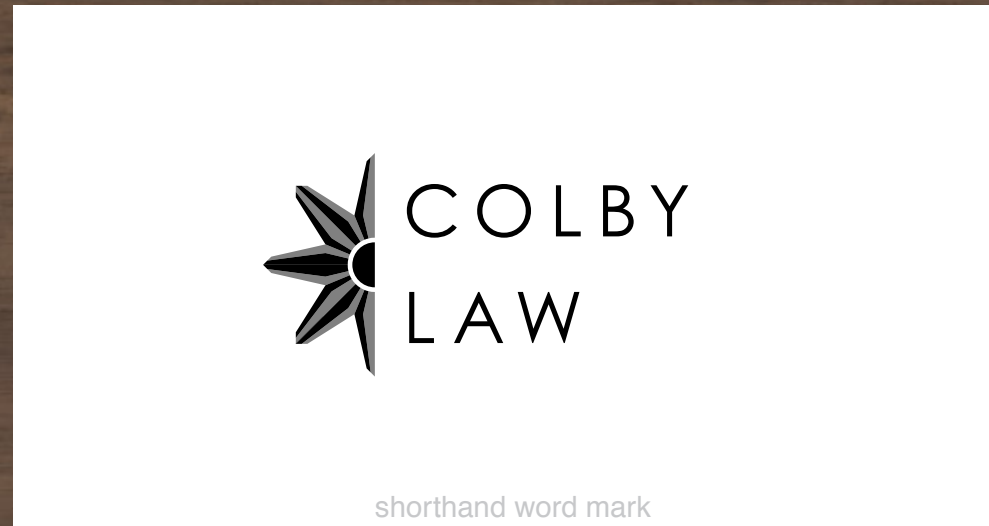
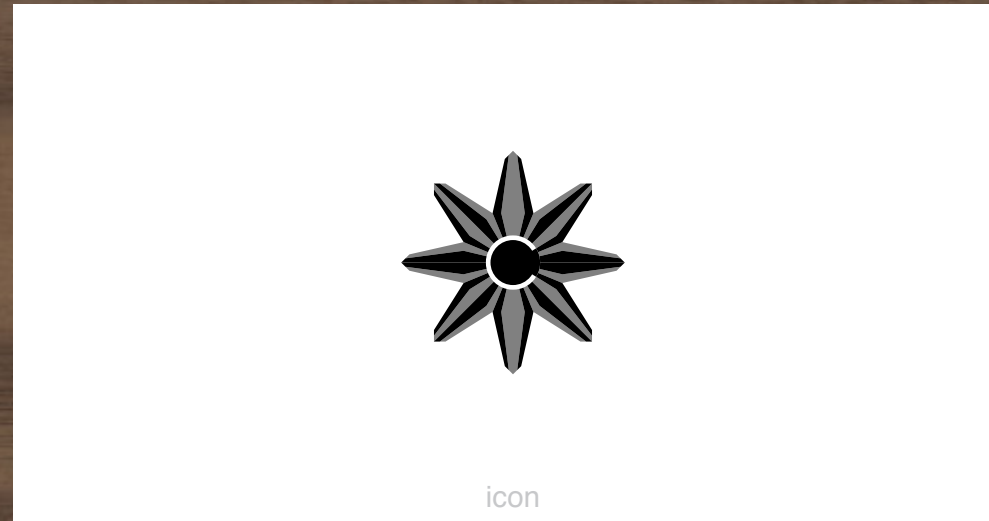




# 1

## Coastal

This option strays from our original direction the least. The subtle addition of the “C” in the center of the icon brings a literal connection to the name, and is minimized when combined with the word mark of the company name. The blue holds strong contrast with the red needle point, as well as a light gray that keeps all colors well blended.





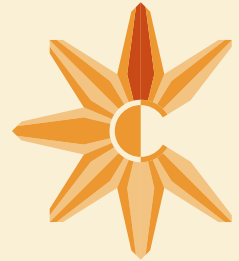
BRANDING  
option one





# Option two





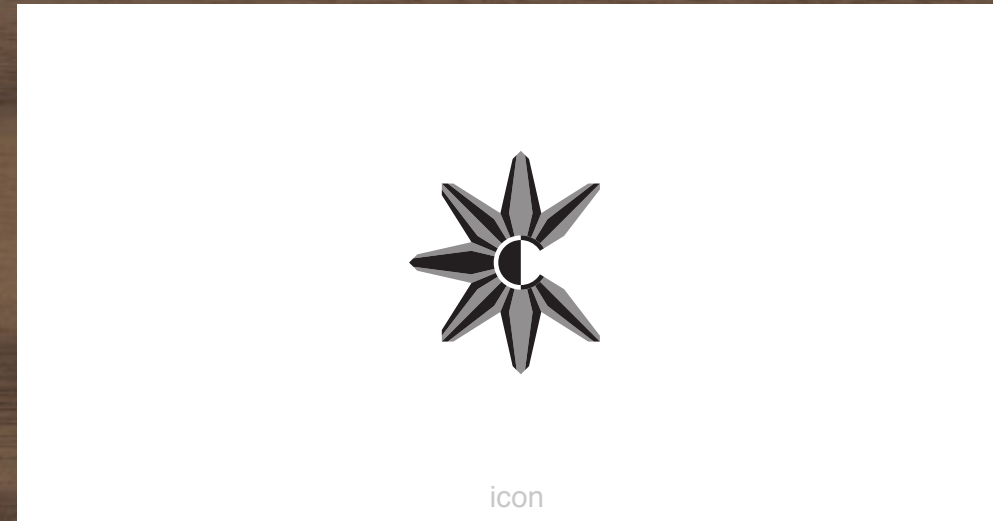
COLBY  
LAW  
FIRM, PC



# 2

## Road Trip.

This mark begins to take shape as the negative space “C” is spliced like the rest of the mark, while the remaining compass points take the shape of a greater “C.” The type lies slightly different as before, but equally as balanced. The warmer vibes of this option harken back to the Brite Spot we found the most inspiration from. It gives off a deserty warm feeling.





BRANDING  
option two





# Option three



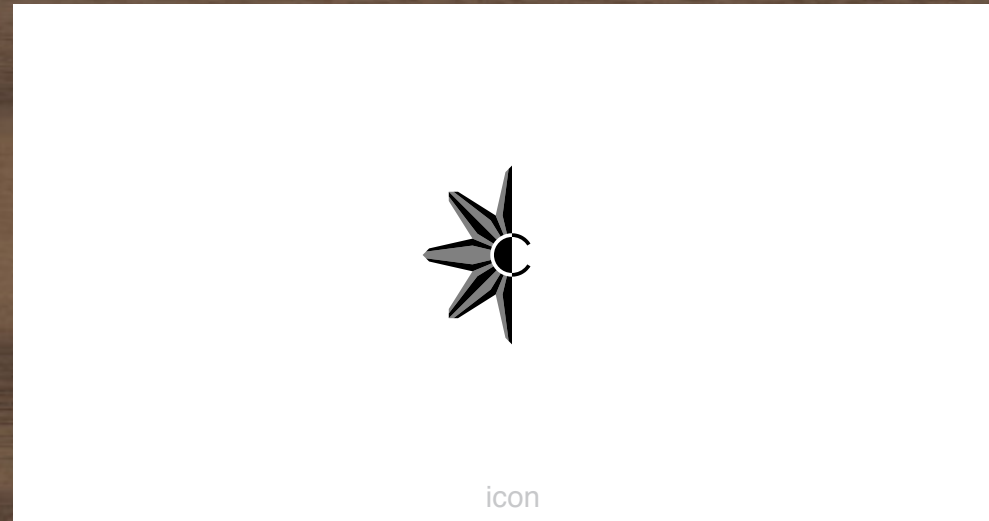




# 3

## Map Legend

The furthest diversion from this direction shows only half the compass as an integral part of the Colby Law name. It uses the half spliced compass as a hard dividing line that creates a visual directing line towards the firm name, and reads clearly while holding the symbolic meaning. This option uses the aged blue and stark red found in classic maps.



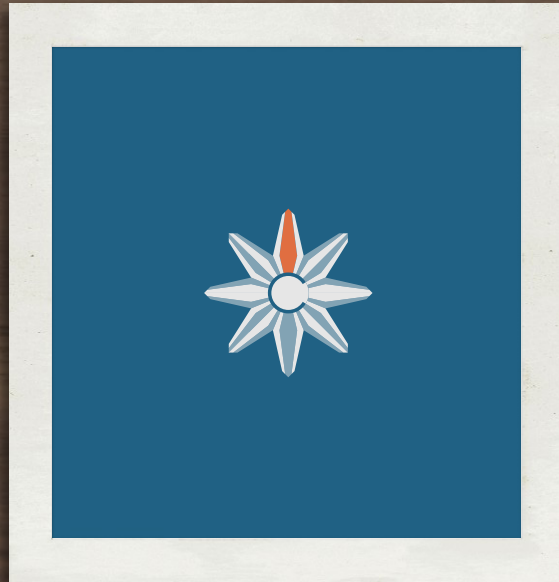


BRANDING  
option three





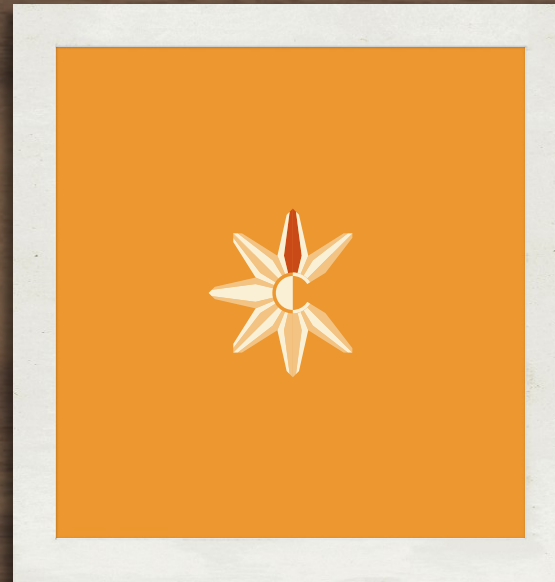
options



1

**Coastal.**

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2

**Road Trip.**

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**Map Legend.**

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# 1

## Ideate

This first round is to see if anything sticks. Using your collective feedback from the whole team, we can find a solid direction to take the rest of the branding. Knowing that what you pick here has legroom to grow and change to any feedback you have moving forward.

# 2

## Check and adjust

After a direction is chosen in Round 1, the mark is adjusted based on feedback and the rest of the brand is fleshed out. A system begins to take shape so you can see a branding suite (icon, logo, wordmark.) This round shows examples like business cards, stationary and website inspiration.

# 3

## Hand off

The third round is for any final adjustments to the brand suite. Luke will wait for the final approval of all artwork, then he will send all final artwork and production files + toolkit to the client in every usable format needed. Continued work for an agreed upon scope is always encouraged in order to finalize any other company needs.



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**Thank You**

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