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# Colby Law

## Branding: round 3

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September 30, 2020



lukedavais.com



# Round 2 Recap

Round 2 brought us to a final decision on the branding mechanics: option one. The clean and clear definition of the compass mark with the C in the center.

We can continue to finalize the brand aesthetic by determining the color pallet that works best while still leaning on our pillars and conceptual moodboard

- **For the black and white marks, we can differentiate the needle point from the rest of the shape by changing the transparency of the needle point**
- **Previous option one colorway is almost there, by changing it to “true blue” like the LA Dodgers.**
- **Previous option two was still a runner up. Here we’ll show that same colorway with the finalized branding**
- **This round will also show what a perfect marriage of these two colorways look like mixed together.**





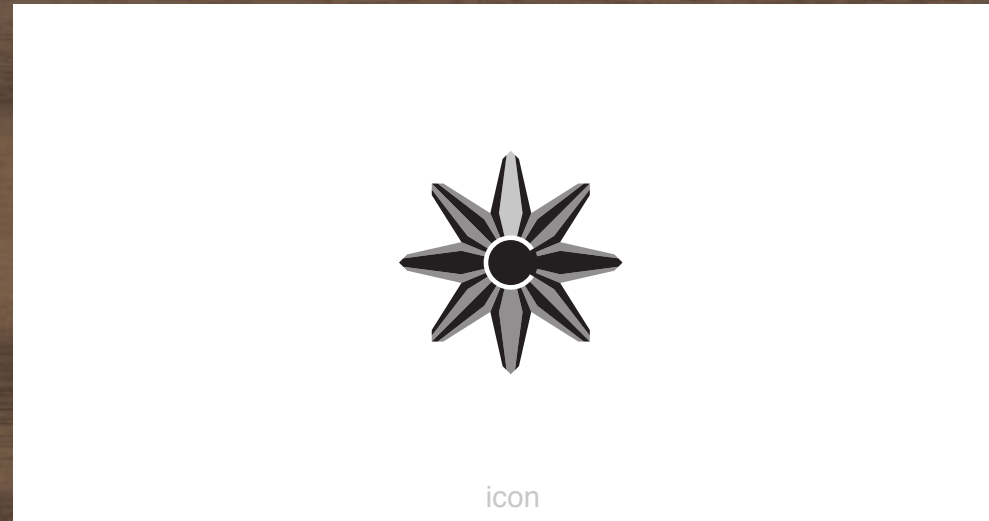
Here is your mark  
**In black and white only**



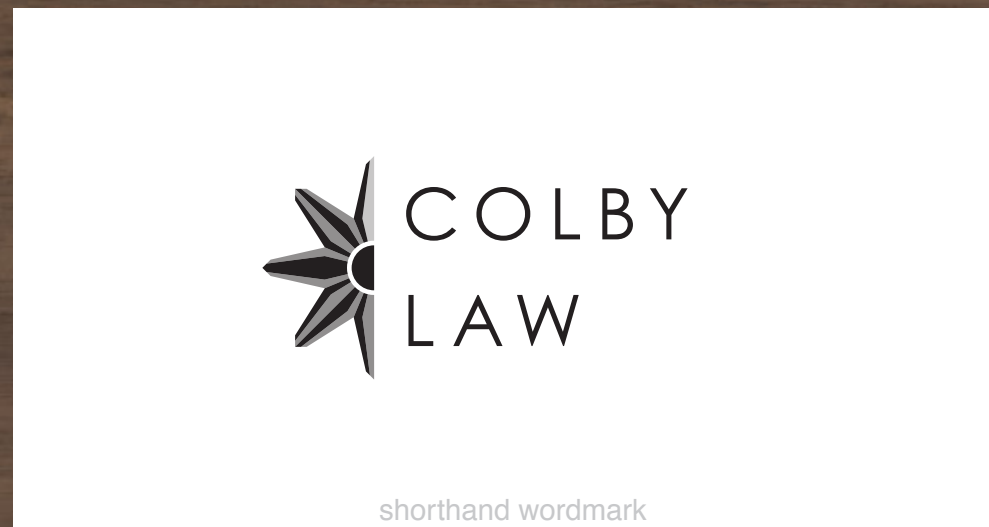
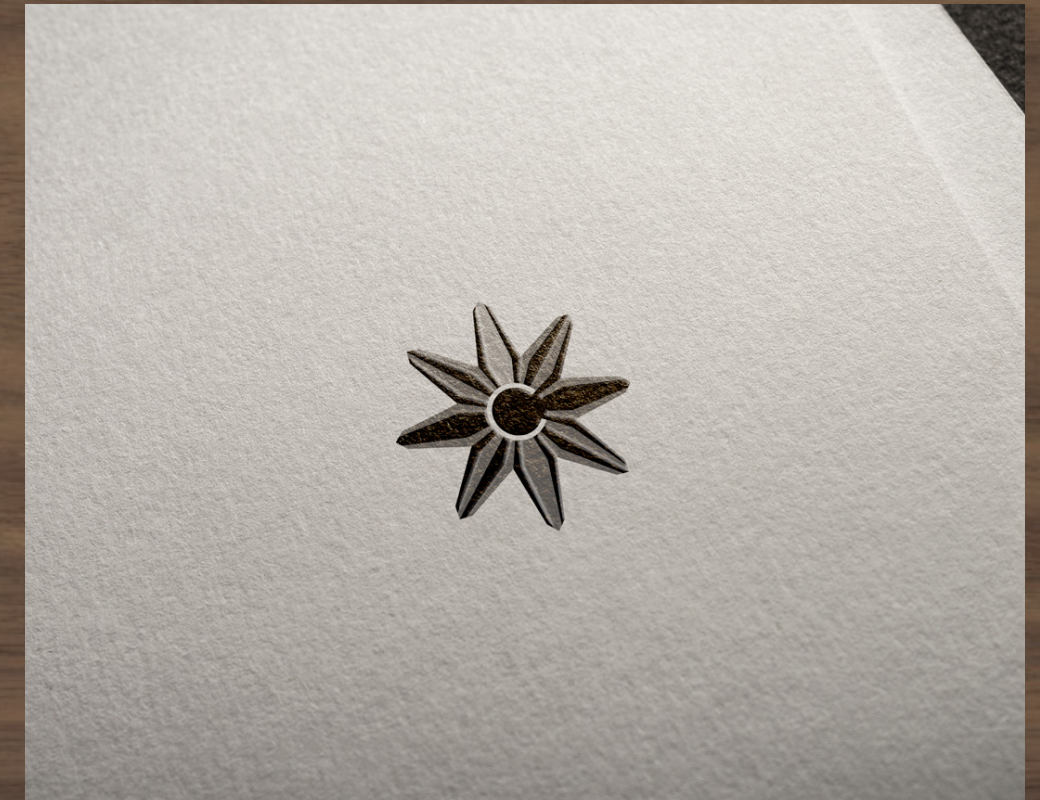
## Black

Every brand needs a flat black version. This mark will be used for simple prints where color is not available, or given to printers for certain processes like the embossed mark you see in the top right.

The only change to this mark is the increased evidence of the needle pointing North. It has an increased transparency that makes it stand out against the rest of the mark.



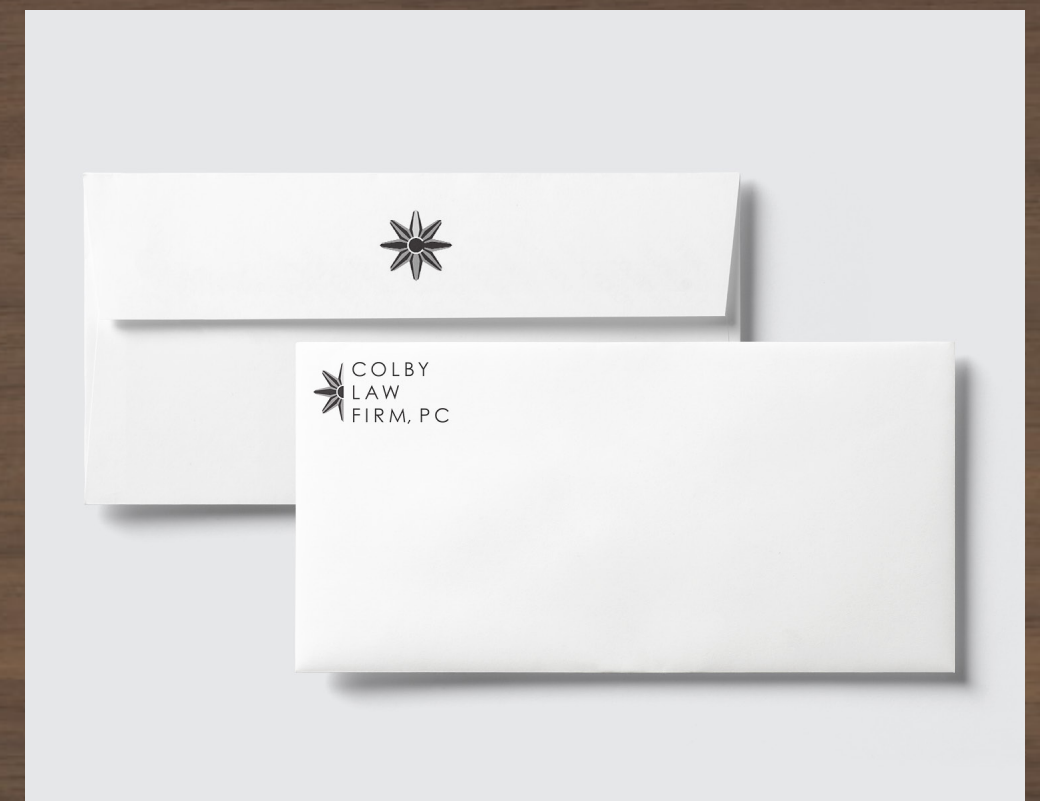
icon



shorthand wordmark



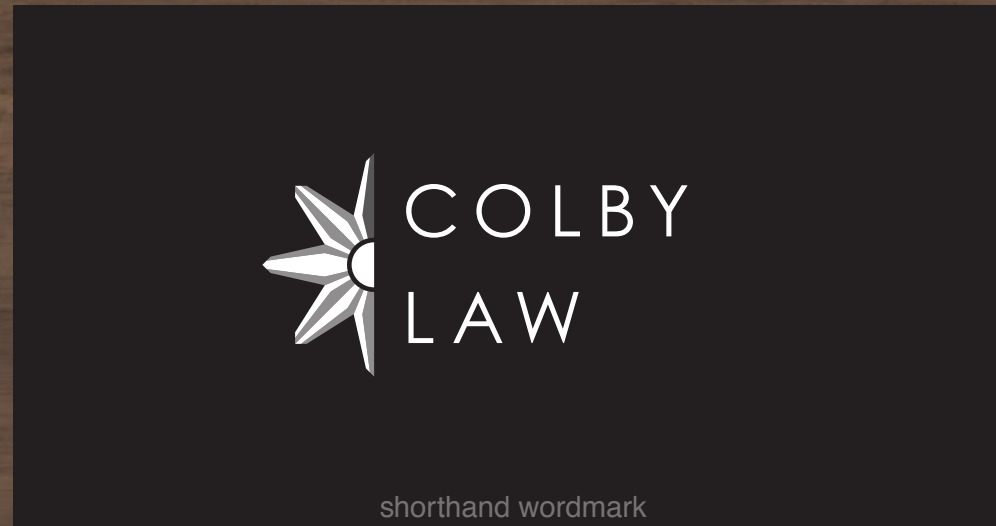
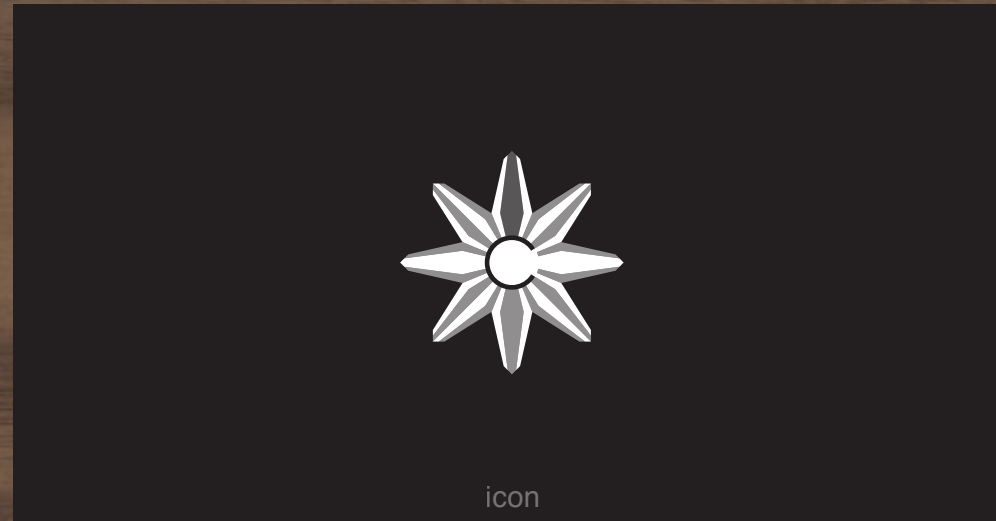
long-form wordmark





## White

Every brand needs an all white version. This mark will be used for window vinyl cuts for your front door, one colored embroidery merch, or in places where color is not available. This mark stands out against a darker/busier background and should be used sparingly. Your color logo will be usable in most cases, but your all white mark is always a good fall-back.





## Updated moodboard

Our moodboard has shifted again to finalize our color choice. What we've discovered to be important to us is:

- bold jersey pop colors
- warm inviting desert colors
- simple cohesive schemes
- strong contrast

We need to ensure that our color choice still reflects our brand pillars of being

- confident but approachable
- safe but not soft
- simple but not boring

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





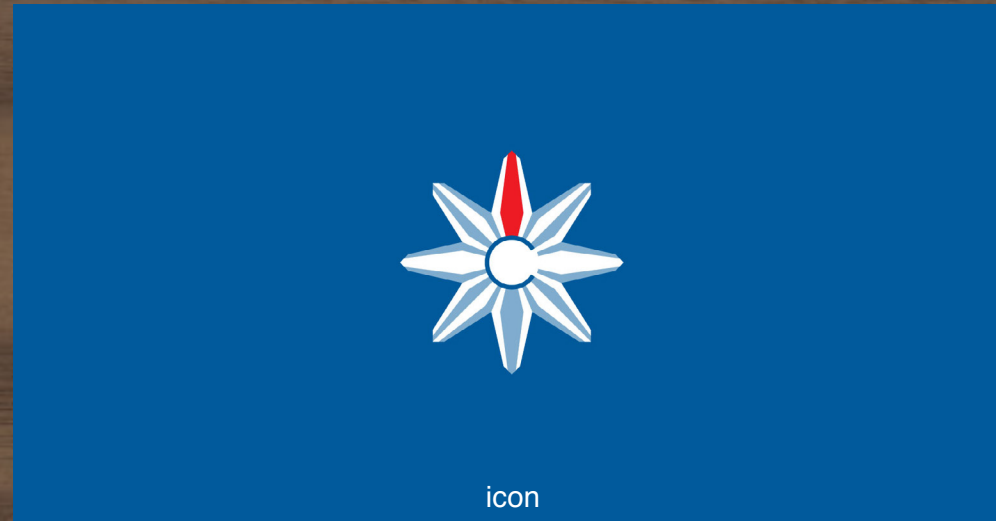


# 1

## True Blue

Our blue was adjusted to the actual hex number code that the LA Dodgers use, and the red needle point changed to the bright red of the Portland Trailblazers.

This colorway represents cases where the true blue lies as the background for the brand, interacting with the transparencies of the compass marks.



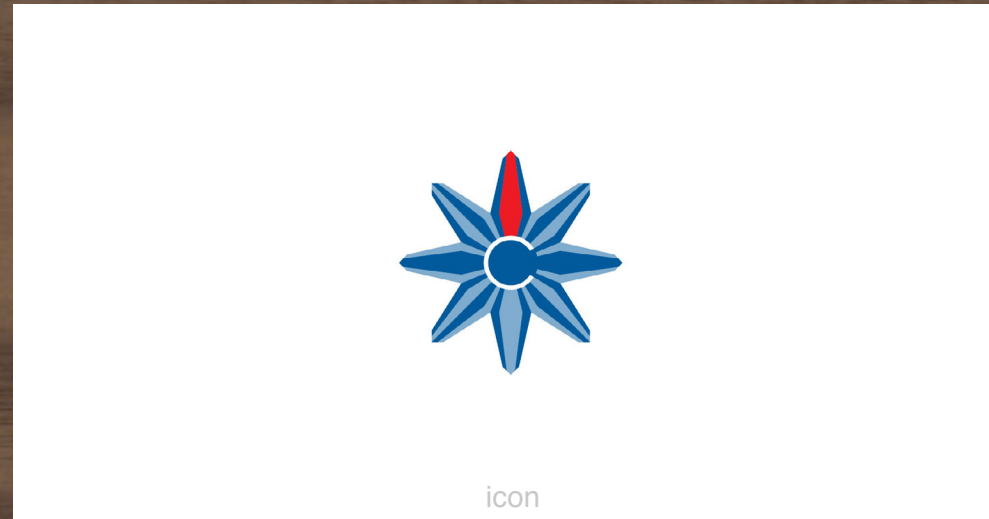


# 1

## True Blue

Our blue was adjusted to the actual hex number code that the LA Dodgers use, and the red needle point changed to the bright red of the Portland Trailblazers.

This colorway shows you what may become most typically used as your company grows. A white background being common in print and web use, your true blue and bright red stay strong.



icon



shorthand wordmark

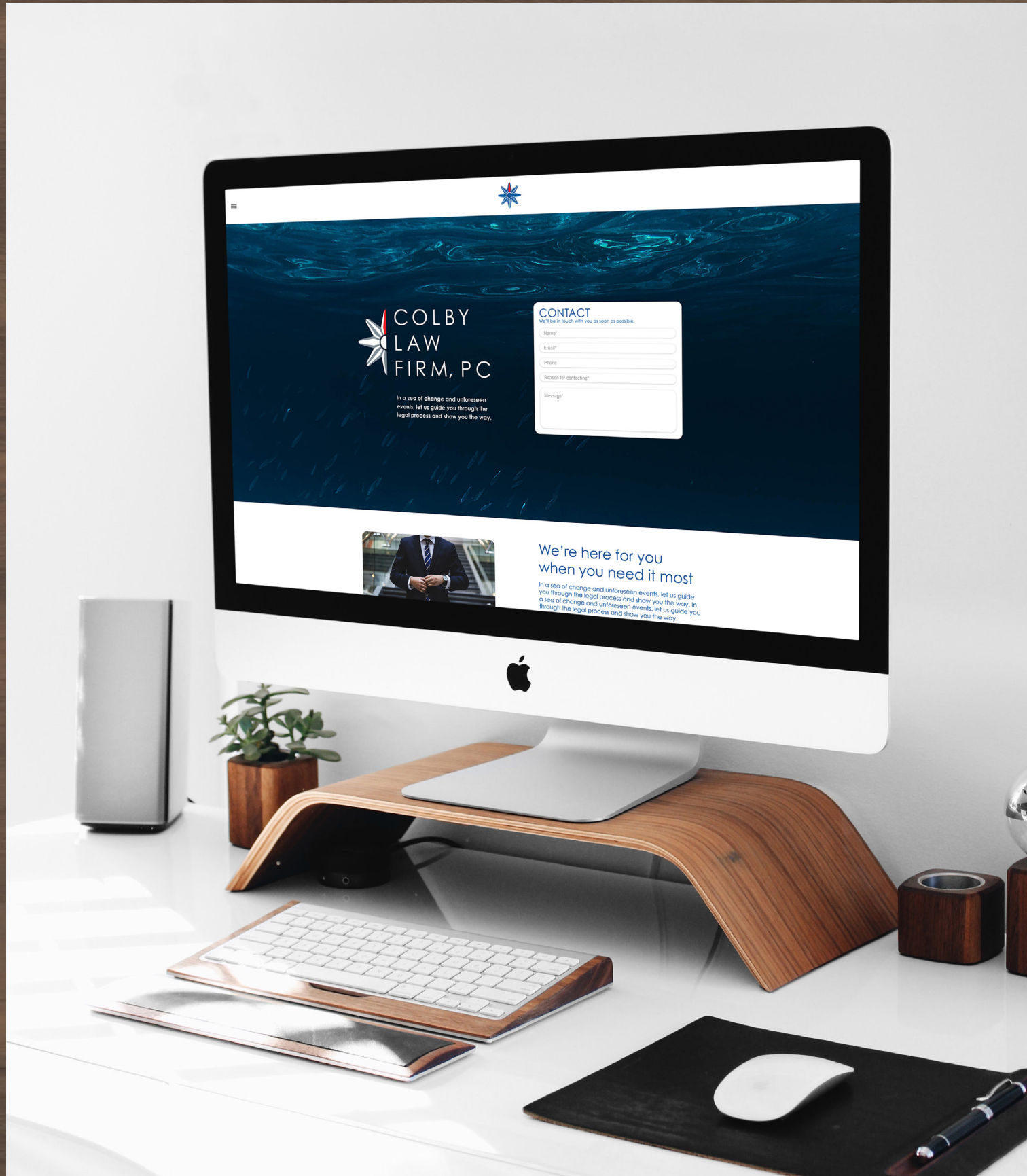


long-form wordmark





BRANDING  
deliverables using option one





# Option two





COLBY

LAW

FIRM, PC

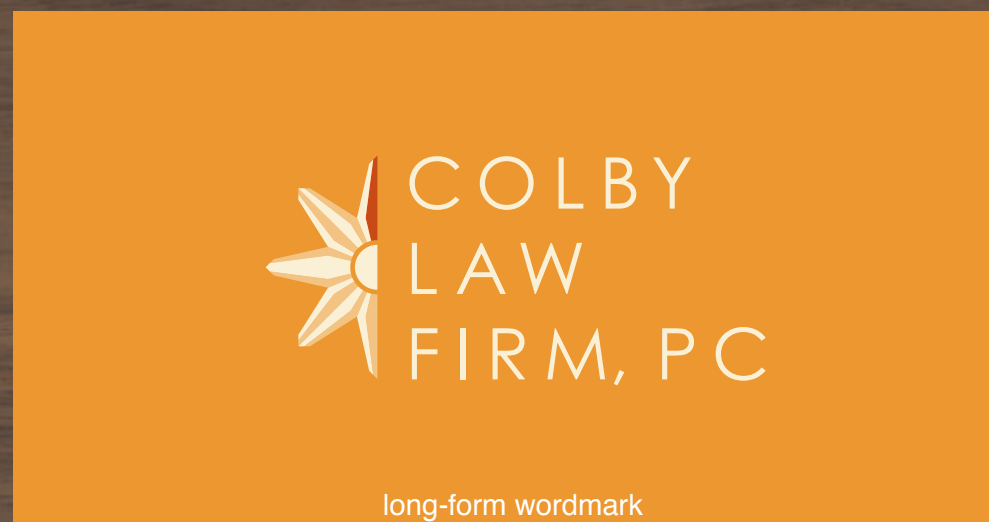
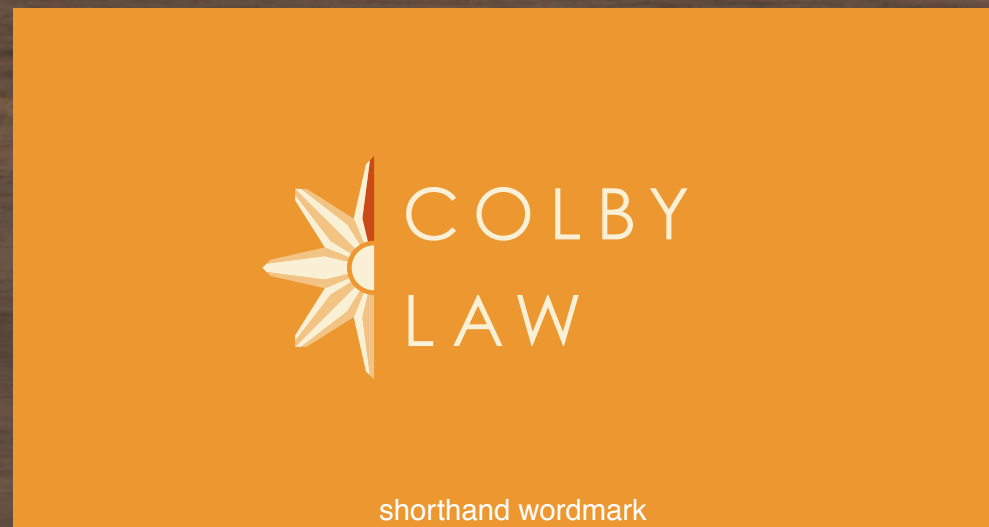
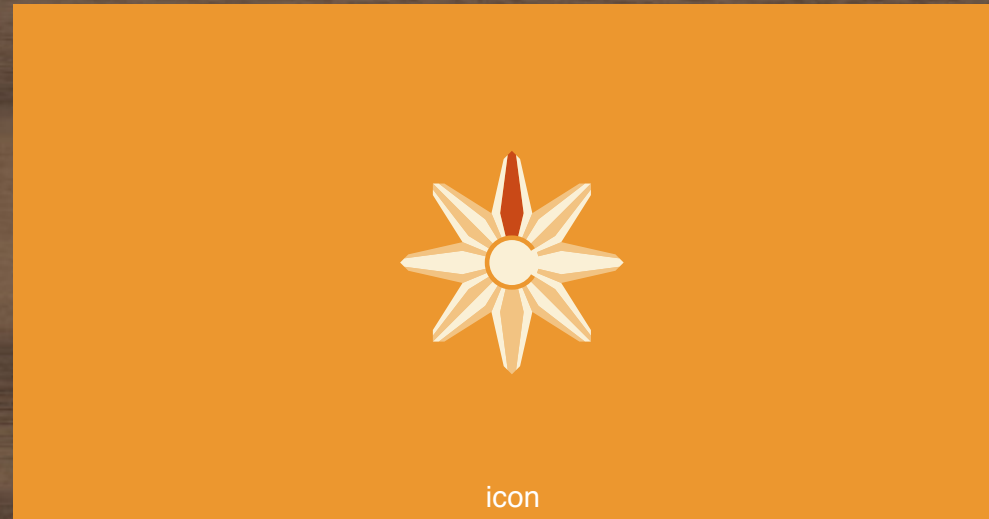


# 2

## Back to the Brite Spot.

This mark brings it back to the strongest sense of family history behind the Brite Spot radio station. The Compass mark resembling the old WJOB banner and the warm bright colors bring in the feeling of the sun symbol.

This scheme shows an almost off-white brand against the warm orange background.



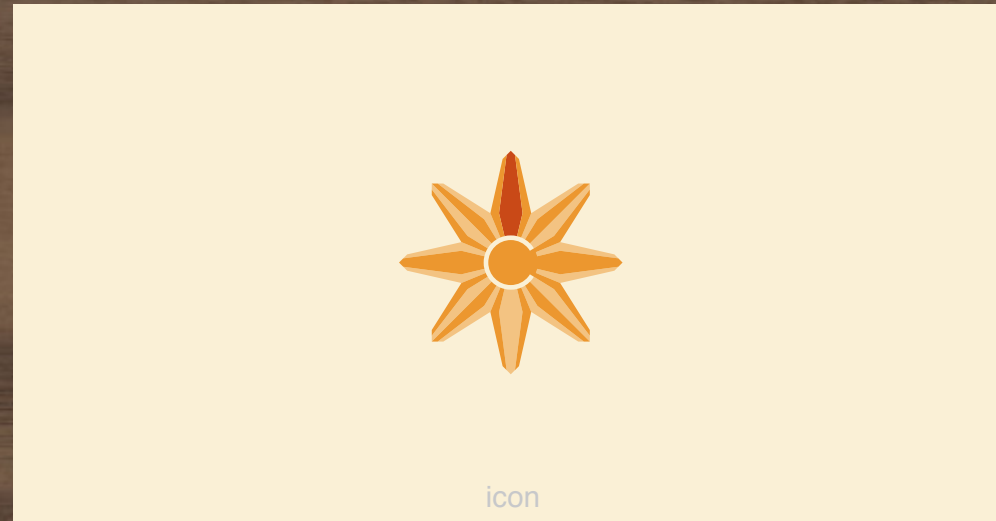


# 2

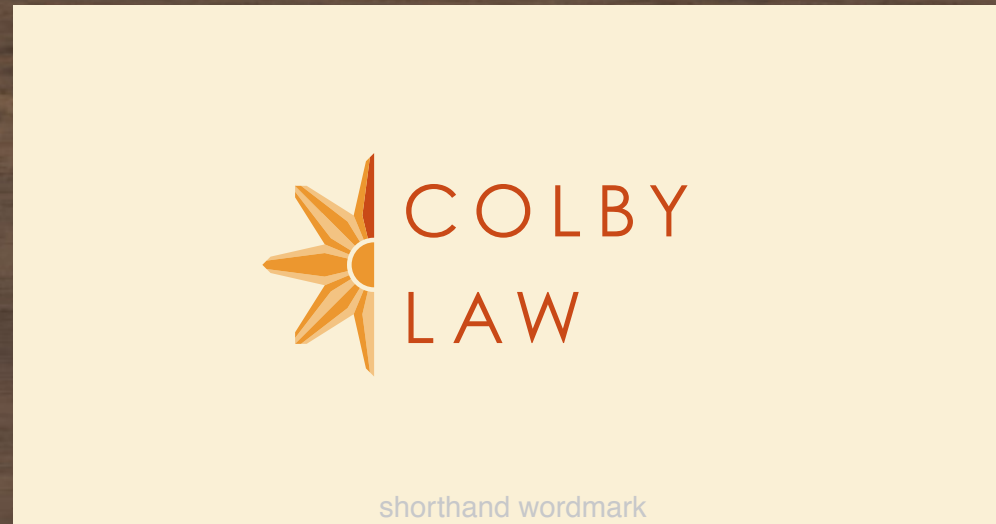
## Back to the Brite Spot.

This mark brings it back to the strongest sense of family history behind the Brite Spot radio station. The Compass mark resembling the old WJOB banner and the warm bright colors bring in the feeling of the sun symbol.

This colorway represents what may be your most typically used version of the brand.



icon



shorthand wordmark



long-form wordmark





BRANDING  
deliverables using option two





# Option three





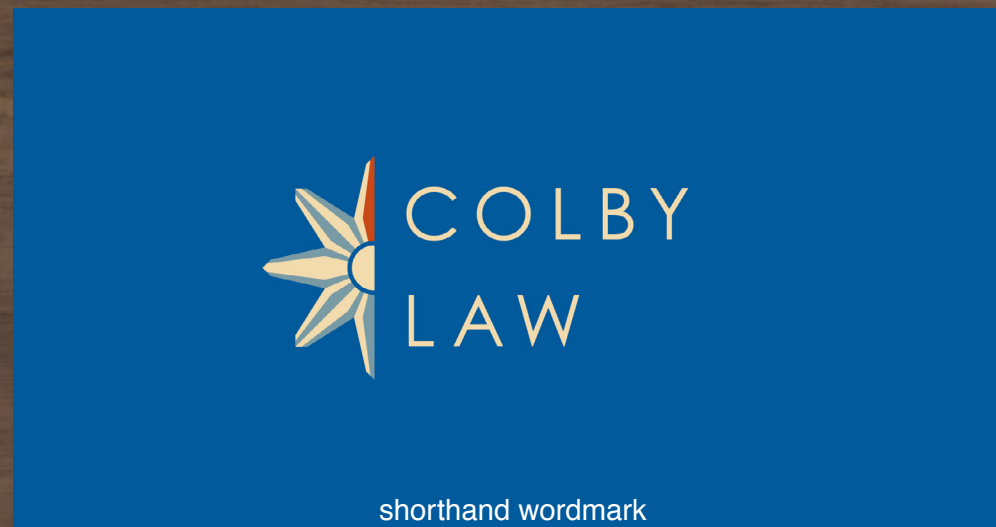
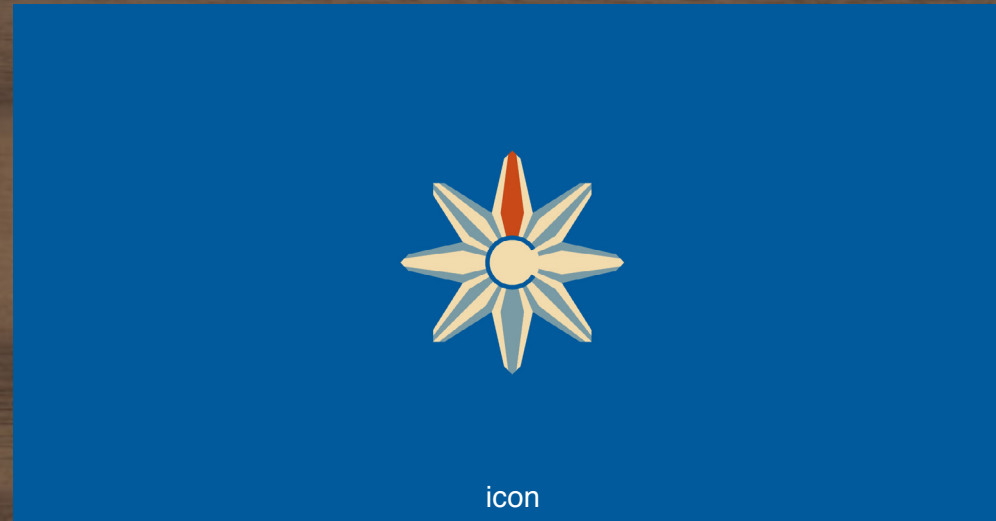


# 3

## Blended

The marriage of the previous two color options rendered into one cohesive scheme. This mark shows a more exaggerated cream or warm white color against the LA Dodgers true blue.

This color scheme brings back the map vibes with a strong blue print and aged paper cream color.



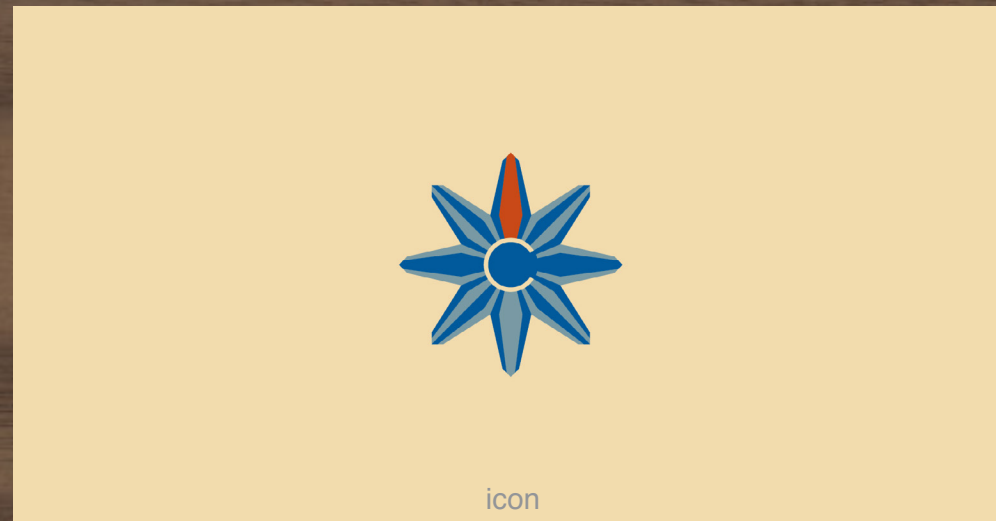


# 3

## Blended

The marriage of the previous two color options rendered into one cohesive scheme. This mark shows a more exaggerated cream or warm white color against the LA Dodgers true blue.

This scheme shows how the mark lands on an off-white background. Use of cream or warm white paper could be nice.

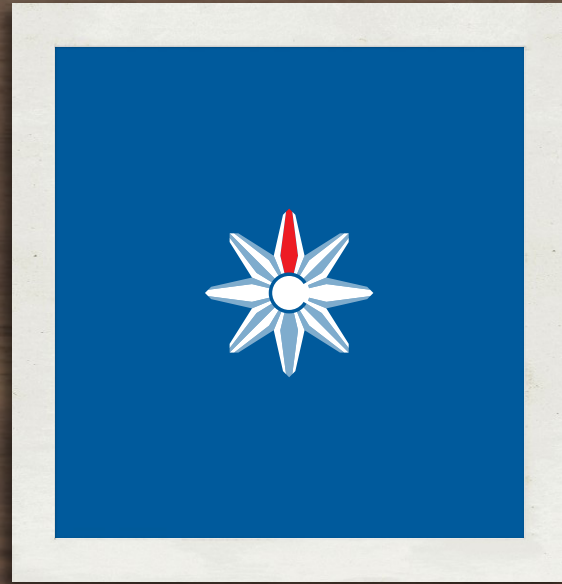




BRANDING  
deliverables using option three



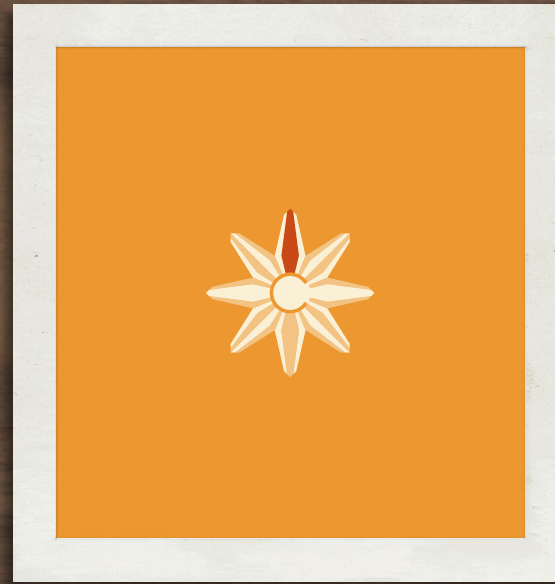




1

### True Blue.

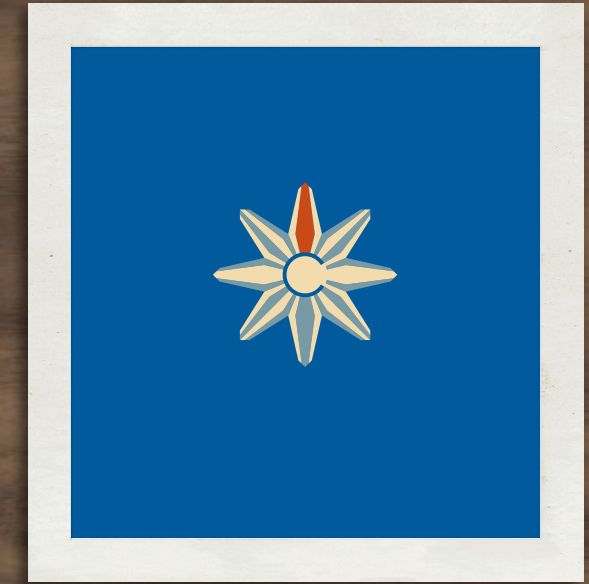
Our blue was adjusted to the actual hex number code that the LA Dodgers use, and the red needle point changed to the bright red of the Portland Trailblazers.



2

### Brite Spot.

This mark brings it back to the strongest sense of family history behind the Brite Spot radio station. The Compass mark resembling the old WJOB banner and the warm bright colors bring in the feeling of the sun symbol.



3

### Blended.

The marriage of the previous two color options rendered into one cohesive scheme. This mark shows a more exaggerated cream or warm white color against the LA Dodgers true blue.



# 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

## Final decisions, then hand off

This third round is for making a final decision on color to finalize the brand suite. Luke will wait for the final decision and approval of all artwork, then he will send all final artwork and production files + toolkit to the client in every usable format needed. With the toolkit, he will produce additional deliverables as outlined in our initial project scope.



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**Thank You**

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September 30, 2020



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