



# Violet *Hour*



Logo Creation

# About the Company

We are a company that makes and distributes podcasts. They stand out because they are home-made and available in your local shops. Our target audience is women. We want to convey a sense of security, while at the same time being modern.



# *The Brief*



You must create a logo using the information given in this brief. They would prefer a wordmark that uses the colour purple. The logo will be embroidered on uniforms. Take into account the company's values and preferences, and make sure it will work for the planned use-cases.



# *Initial Ideas*

Graphics Inspo



Keywords:

purple

homemade

feminine

security

modern

# Initial Logo Ideas



Here are my initial logo concepts for “Violet Hour” due to violet not only being a colour, I also wanted to incorporate the flower. I feel they are modern with the typefonts as the elegant cursive is a common trend.

# Logo Revisions

After talking to the client, they decided they liked the 4<sup>th</sup> logo the best, but had a few revisions. They wanted the flower more simplified and the text bigger. After amending the logo, these were the two logos I returned to them.





# Final Logo

Violet  
*Hour*

