

IDEAS AND RESEARCH

After interviewing my customer, we talked about what kind of logo and expression he wanted for the logo. He was very clear and stated that he wanted a fox, and the usage of the name Smellfox combined with the icon. I asked him about colors, styles, what he wanted the logo to be inspired by.

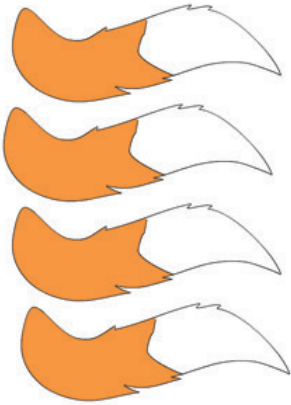
He wanted the logo to be in the same category of looks as the logo of the Netflix series 'Stranger Things' (<https://www.netflix.com/title/80057281>), he really likes the retro, Sci-Fi vibe. Thron Sci-Fi movie (<http://www.imdb.com/title/tt0084827/>), Kraftwerk – music band (<http://www.kraftwerk.com/>), Blade runner the Movie (<http://www.imdb.com/title/tt0083658/>) and the music in that movie is all elements of what feeling that he wanted to represent his logo.

My customer wanted a logo that was blue or red, and after showing some examples of both, he wanted the red logo with a black background. Since my customer was very clear of what he wanted, it was easy to communicate and to create something that he wanted. I sketched up a fox with outlines after doing some research of what he wanted, and I Image traced my logo, he immediately stated that he wanted that look of the fox, nothing else that I nailed what he wanted right away. And from that I made several looks, and with several styles to the logo, like Inner glow, outer glow, strokes etc.

It was really fun making this logo and I want to play more around with different looks further, to see if I can improve the logo even more. For now my customer is happy with the outcome of the logo, but he is open for further changes in the future while he develops his brand.

I wanted to use a font that was futuristic and retro at the same time, the font had to have a Sci-Fi look to it. I have used the font: Good Times from <https://typekit.com/fonts/good-times> I Think this font have the look of what I am after. It would be to boring with just an Open Sans Font, so I went for this font, and my customer loved it, so that made the job easier for me.

MOODBOARD



MOODBOARD



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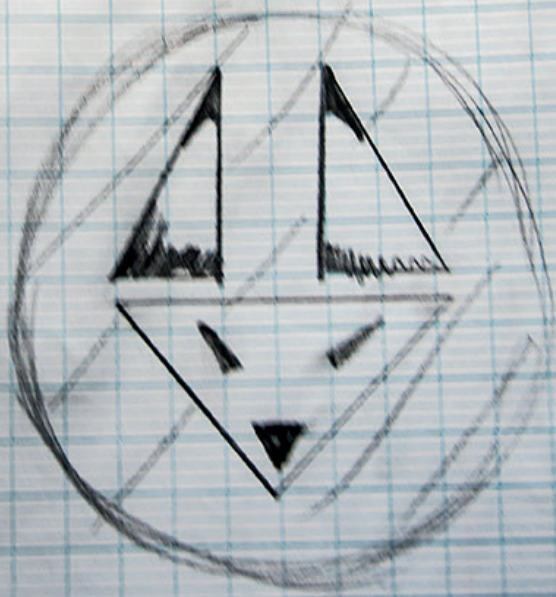
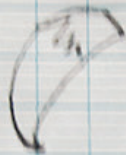


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SKETCHES

SIMPLE
RECORDS



SKETCHES



SKETCHES

glow ↓
SMELLFOX

SMELLFOX

tail
SMELLFOX

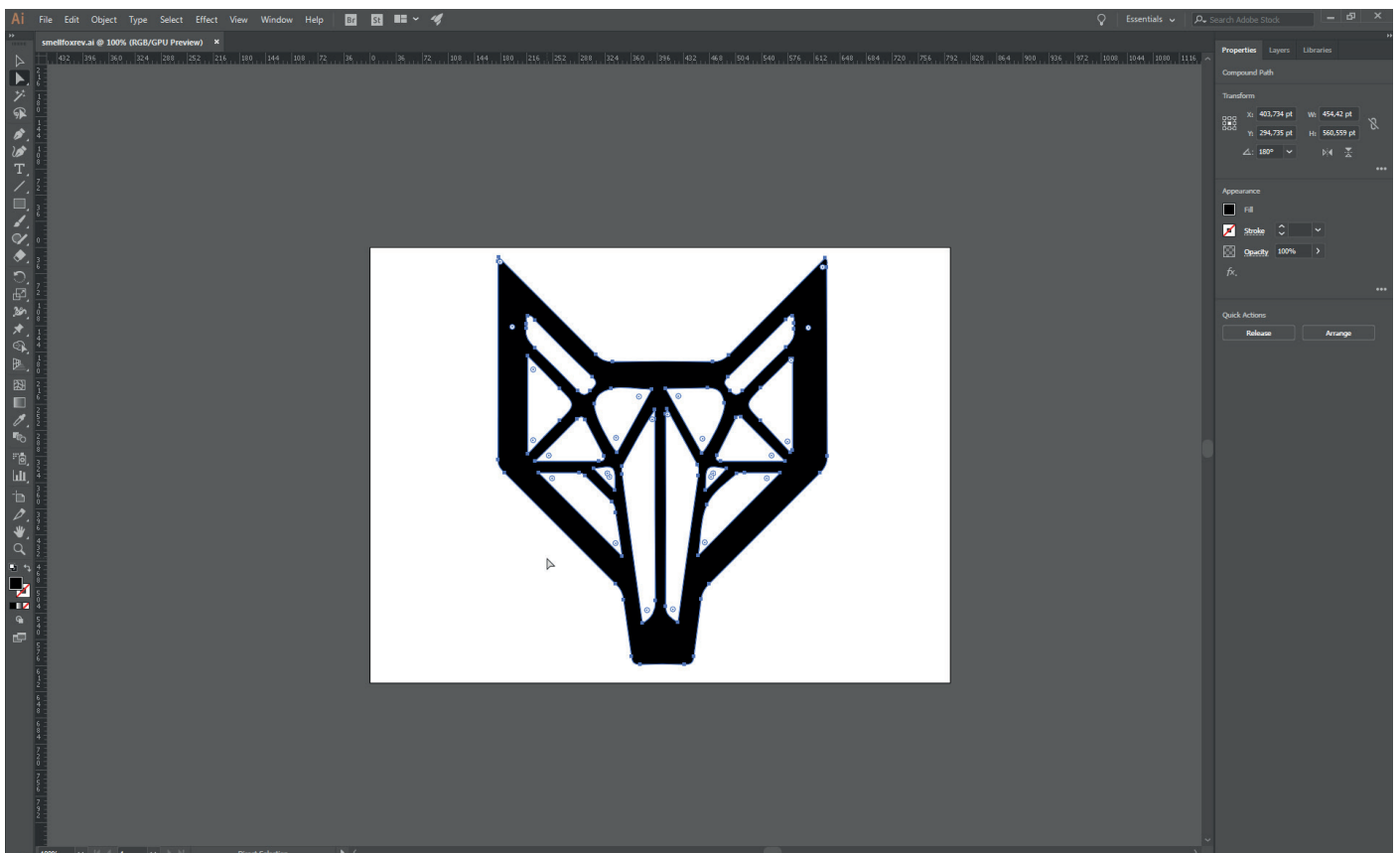
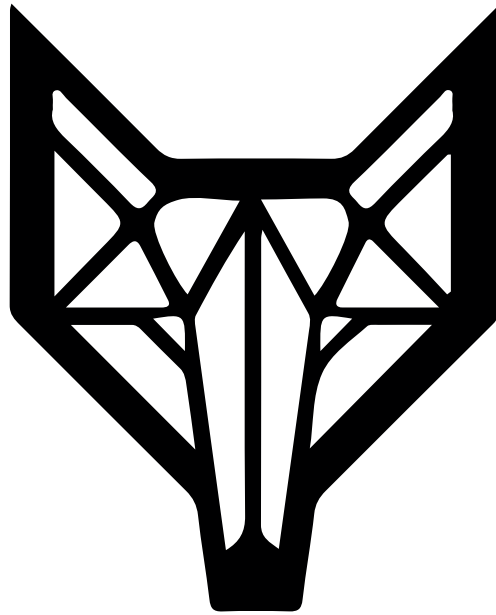
FOX



SMELLFOX

SMELLFOX

DIGITAL FOX FROM ILLUSTRATOR



NOT CHOSEN LOGOS



NOT CHOSEN LOGOS



NOT CHOSEN LOGOS



CHOSEN LOGO



SMELLFOX