Day by De

Logo/Identity Design

Initial Concepts

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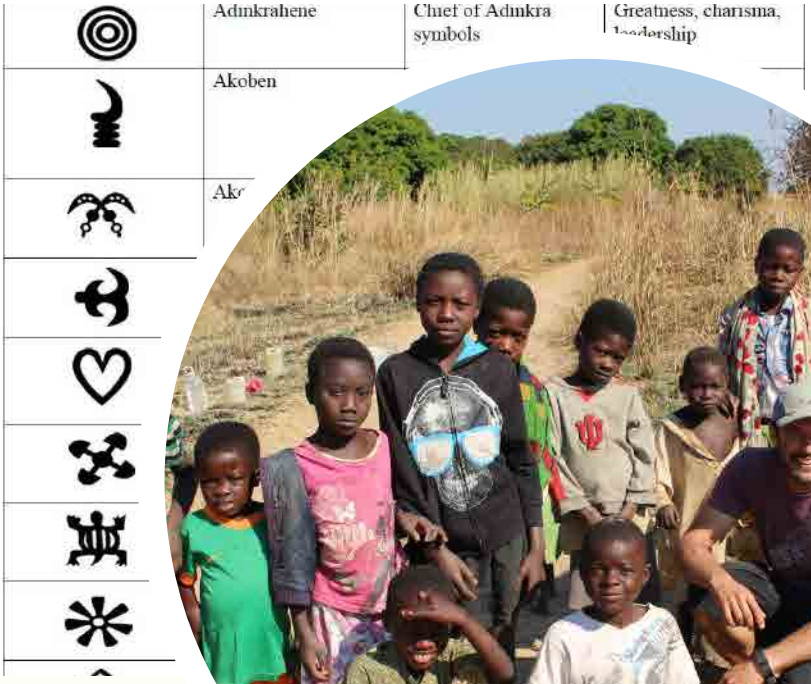
Table of Contents:

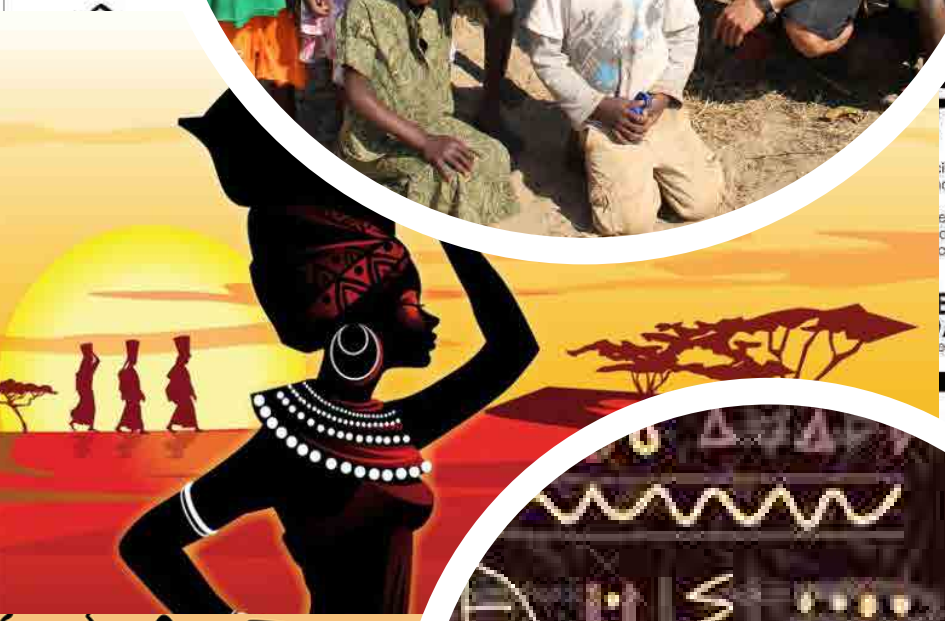
1. Mood Board/Inspiration/Research

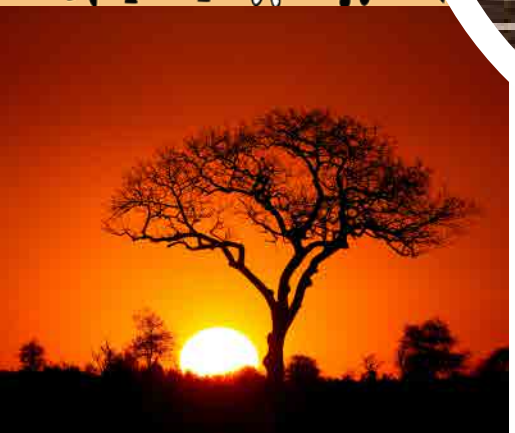
2. Development Snapshots

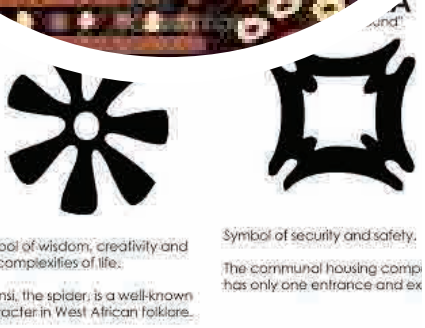
3. Initial Concepts

CLIENT: Day by De PRODUCT: Logo/Identity Design Mood Board/Inspiration/Research



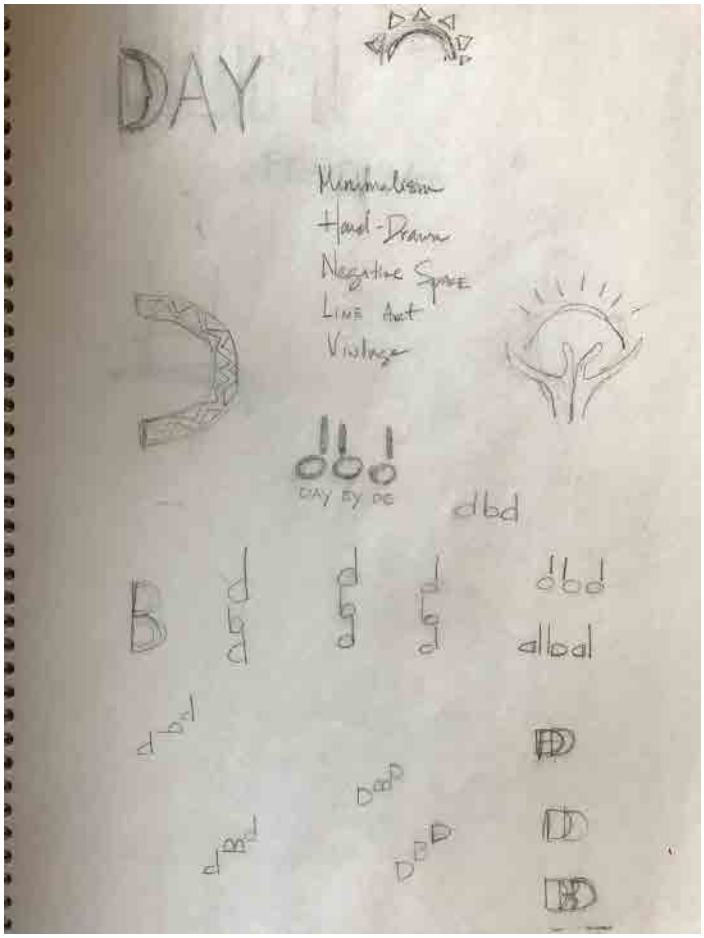


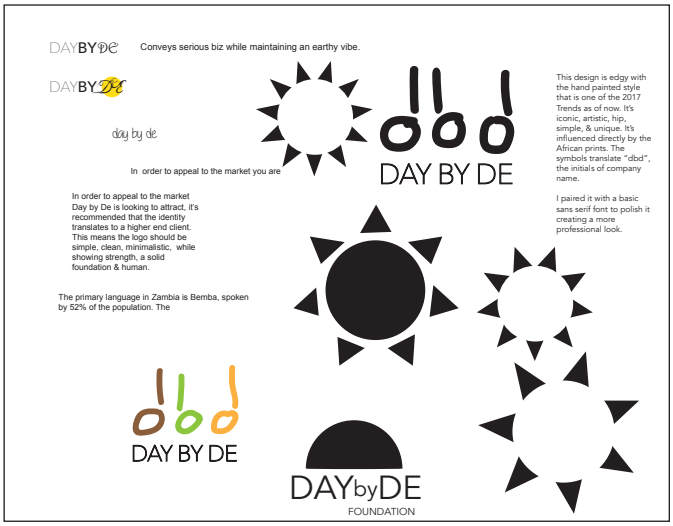


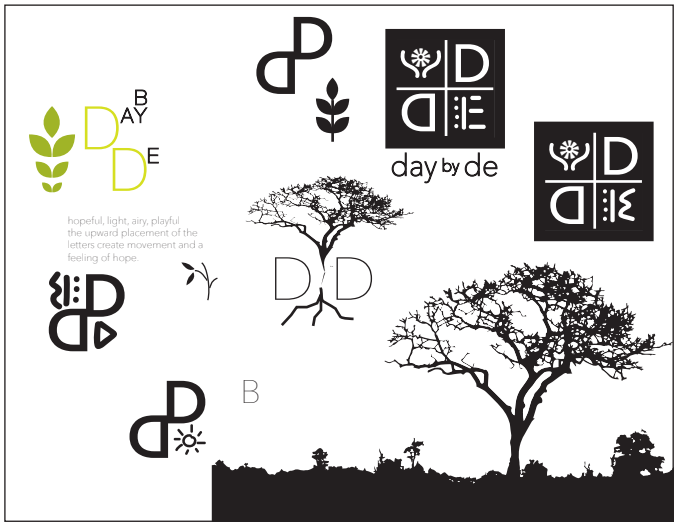


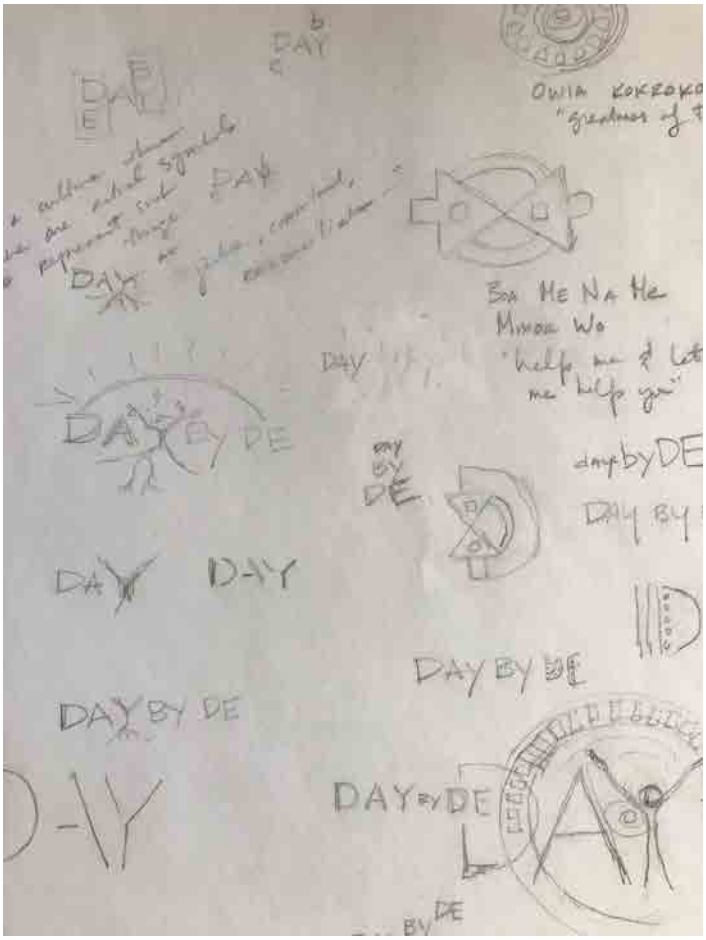
CONSERVATION INTERNATIONAL

FEEDING AMERICA


DAY
Minimalism
Hand-Drawn
Negative Space
Line Art
Vintage
DAY BY DE
dbd


DAYBYDE Conveys serious biz while maintaining an earthy vibe.
DAYBYDE
day by de
In order to appeal to the market you are
In order to appeal to the market Day by De is looking to attract, it's recommended that the identity translates to a higher end client. This means the logo should be simple, clean, minimalistic, while showing strength, a solid foundation & human.
The primary language in Zambia is Bemba, spoken by 52% of the population. The
DAY BY DE
This design is edgy with the hand painted style that is one of the 2017 Trends as of now. It's iconic, artistic, hip, simple, & unique. It's influenced directly by the African prints. The symbols translate "dbd", the initials of company name.
I paired it with a basic sans serif font to polish it creating a more professional look.
DAY BY DE
DAYbyDE
FOUNDATION


DAY
DE
day by de
hopeful, light, airy, playful
the upward placement of the letters create movement and a feeling of hope.
B


DAY
DAY BY DE
day by DE
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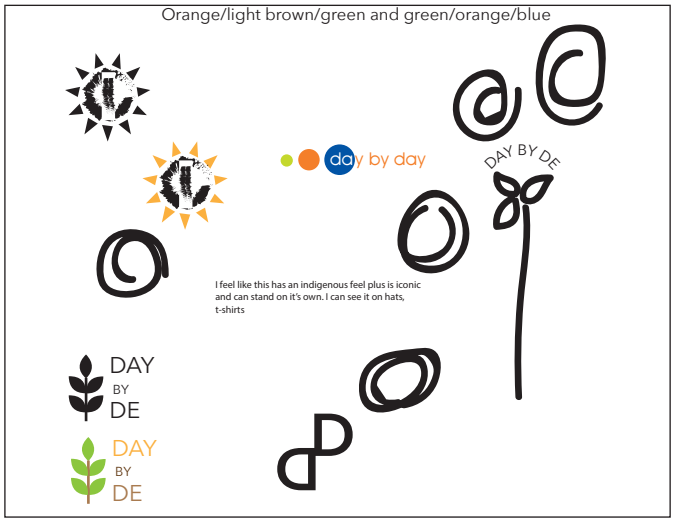
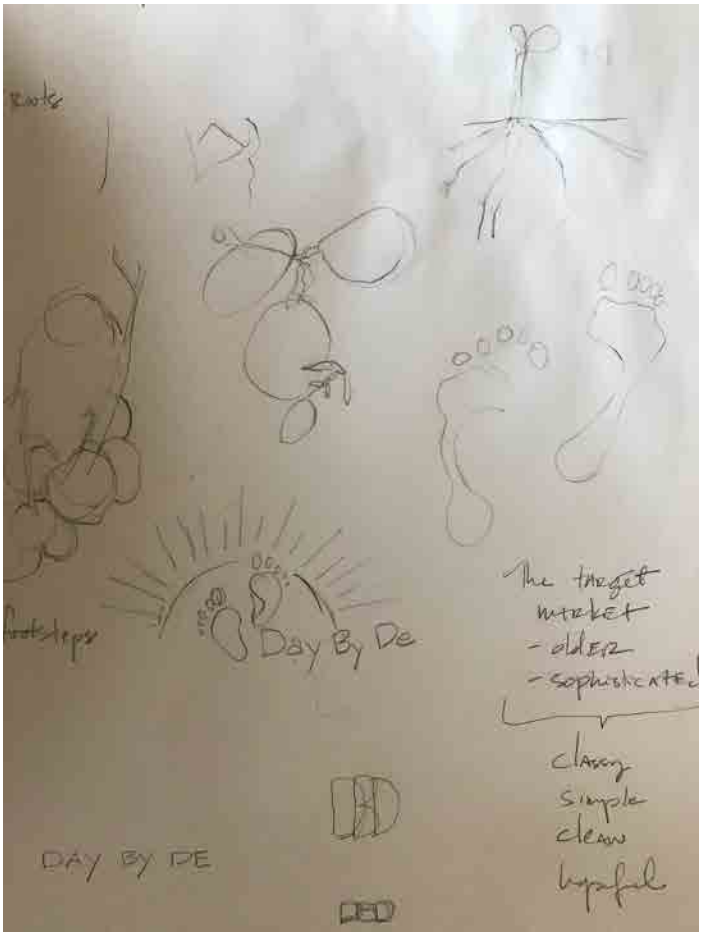
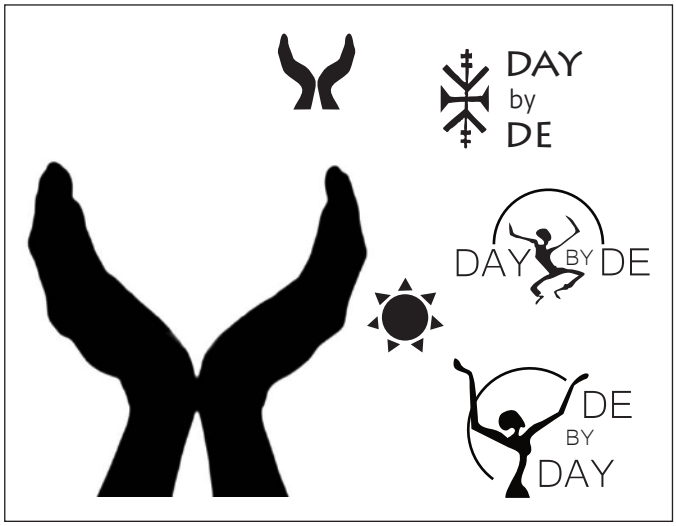
DAY BY DE
DAY BY DE


Orange/light brown/green and green/orange/blue
day by day
DAY BY DE
I feel like this has an indigenous feel plus is iconic and can stand on it's own. I can see it on hats, t-shirts
DAY BY DE
DAY BY DE


roots
footsteps
Day By De
The target market
- older
- sophisticated
classy
simple
clean
hopeful
DAY BY DE


DAY by DE
DAY BY DE
DE BY DAY

CLIENT: Day by De

PRODUCT: Logo/Identity Design

Initial Concept 1 of 5

DAY BY DE FOUNDATION

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DAY BY DE FOUNDATION

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Simple, classy, and elegant, this design was inspired in part by the Feeding America logo. The use of the plant icon expresses growth & hope, in addition to portraying the actual farming Day by De helps to cultivate.

- Minimalistic
- Professional
- Contemporary

SAMPLE

CLIENT: Day by De

PRODUCT: Logo/Identity Design

Initial Concept 2 of 5

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In line with the hands holding the sun concept, I created a logo that represented the concept minimalistically while keeping it fun, light, with a touch of humanity.

- Hopeful
- Warm
- Clean

SAMPLE

CLIENT: Day by De

PRODUCT: Logo/Identity Design

Initial Concept 3 of 5

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Influenced by the indigenous artwork in African prints & artwork, this design is brave, minimalistic, with an earthy, hand-painted feel. The symbols translate to "dbd", the initials of company name. It would work well on all media including hats, t-shirts, & other merchandise. It can also be dressed up (possibly silver on black) or dressed down depending on the context.

- Iconic
- Edgy
- Progressive

SAMPLE

CLIENT: Day by De

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Initial Concept 4 of 5

day by de
foundation

day by de
foundation

day by de
foundation

This idea is also largely inspired by the patterned designs & symbols indigenous to the African culture. The top-left symbol I created represents the hands holding the sun concept. Combining a standard San-serif font with a symbolic feel, framed within the bordered square, I believe it encapsulates the spirit of the company in it's own unique little package.

- Eclectic
- Decorative
- Artistic

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SAMPLE

CLIENT: Day by De

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Initial Concept 5 of 5

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Super straight-forward, this logo has a highly professional, contemporary feel. The logo is strong and can stand on it's own, yet exceptionally versatile, blending into all types of contexts.

- Minimalistic
- Progressive
- Iconic

SAMPLE