

MYNAME!SDAN

A PRESENTATION TO:
LOLLAMIA

INSPIRATION

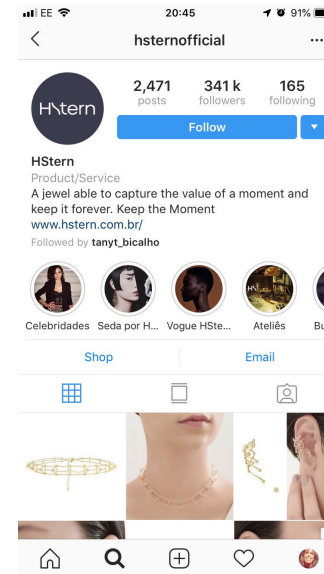
After looking at the inspiration supplied, and some other examples of 'Timeless', 'Elegant' brands I have created a set of concept logos.

Using the colours supplied (along with an additional grey) in conjunction with various styles such as overlapping shapes, diamonds and typography, the following pages show some ideas and colourways for you to have a think about.

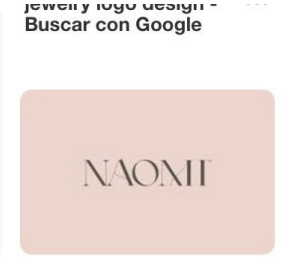
I would really appreciate feedback on the following presentation, & if you see potential, the possibility of finalising one of them, to move the brand forward.

Thanks you for the time & opportunity,

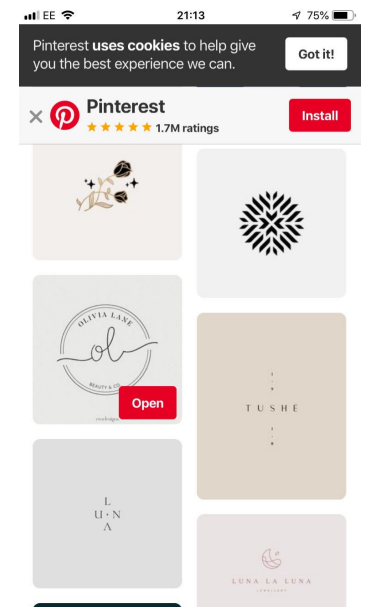
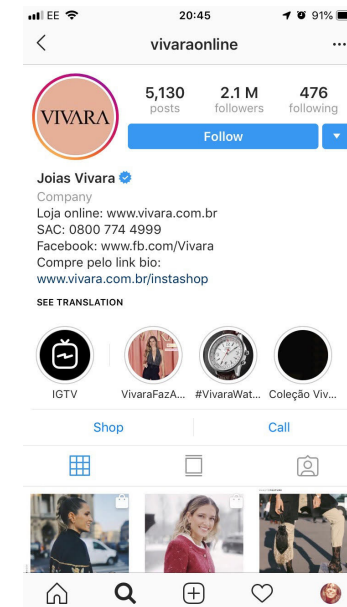
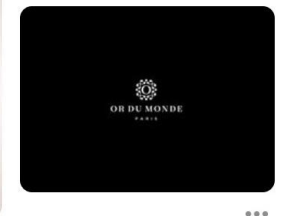
Dan



logo design



Naomi Logo Jewelry Designer | Designed By TractorBeam



LOGO CONCEPT ONE:

DIAMOND-CUT

Using a serif font, to give the aura of elegance, this concept incorporates a tiny diamond shape, just to hint at the finery of the brand. I have used a mix of upper and lowercase to explore different layouts.

LollaMia



DEMI-FINE JEWELLERY

LollaMia



DEMI-FINE JEWELLERY

LollaMia



DEMI-FINE JEWELLERY

5395C
C90 M73 Y65 K67

523C
C18 M31 Y2 K0

3282C
C100 M16 Y56 K6

7606C
C12 M50 Y39 K0

LollaMia



Demi-fine jewellery

LollaMia



Demi-fine jewellery

LòllaMia



Demi-fine jewellery

LòllaMia



Demi-fine jewellery

5395C
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523C
C18 M31 Y2 K0

3282C
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7606C
C12 M50 Y39 K0

LOLLA • MIA

Demi-fine jewellery

LOLLA • MIA

Demi-fine jewellery

LOLLA • MIA

Demi-fine jewellery

5395C
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7606C
C12 M50 Y39 K0

PRIVATE & CONFIDENTIAL


LollaMia
Demi-fine jewellery

LOGO CONCEPT TWO:

BUTTERFLY

Using clean lines and overlapping shapes to create a butterfly, an icon of beauty and elegance, this concept is less obviously a jewellery logo, but nevertheless, feels quality and crafty. Again using a serif font to reinforce that.





LollaMia

Demi-fine jewellery



LollaMia

Demi-fine jewellery



LollaMia

Demi-fine jewellery

5395C
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7606C
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PRIVATE & CONFIDENTIAL



LollaMia
DEMI-FINE JEWELLERY

LOGO CONCEPT THREE:

PERSONAL TOUCH

Hand-crafted, bespoke brands also work well when using the art of hand-writing. For this concept I have used a font that looks personal, adding authority and personality, something that is lacking when using a serif font.

Lollaplia

DEMI-FINE JEWELLERY

Lollaplia

DEMI-FINE JEWELLERY

Lollaplia

DEMI-FINE JEWELLERY

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7606C
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Lolla Pia

DEMI-FINE JEWELLERY

Lolla Pia

DEMI-FINE JEWELLERY



Lolla Pia

DEMI-FINE JEWELLERY

Lolla Pia

DEMI-FINE JEWELLERY

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7606C
C12 M50 Y39 K0

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Lolla Pia
DEMI-FINE JEWELLERY

LOGO CONCEPT FOUR:

IN VOGUE

You can't help but think of the fashion magazine Vogue, when tasked with creating a timeless, elegant and aspirational brand. Therefore, this concept takes it's inspiration from the classic magazine.

DEMI-FINE
LOLLA MIA
JEWELLERY

DEMI-FINE
LOLLA MIA
JEWELLERY

DEMI-FINE
LOLLA MIA
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5395C
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7606C
C12 M50 Y39 K0

DEMI-FINE
LOLLA MIA
JEWELLERY

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DEMI-FINE
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LOLLA MIA
JEWELLERY



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LOLLA MIA
JEWELLERY



LOGO CONCEPT FIVE:

IN VOGUE - UPDATED

You can't help but think of the fashion magazine Vogue, when tasked with creating a timeless, elegant and aspirational brand. Therefore, this concept takes it's inspiration from the classic magazine.

DEMI-FINE

LOLLA MIA
Jewellery

DEMI-FINE

LOLLA MIA
Jewellery

DEMI-FINE

LOLLA MIA
Jewellery



DEMI-FINE
LOLLA MIA
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DEMI-FINE
LOLLA MIA
Jewellery

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DEMI-FINE
LOLLA MIA
Jewellery



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DEMI-FINE

LOLLA MIA

Jewellery



CUTTING ROOM:

THE ONE THAT DIDN'T MAKE IT

Finally, the logo I was going to omit from the presentation. However, it has made the cut, just. The reason it was being left behind was I didn't feel it fitted to the brief, however, I will let you decide that.

CUTTING ROOM

PRIVATE & CONFIDENTIAL

L  L L A M I A
D E M I - F I N E J E W E L L E R Y

L  L L A M I A
D E M I - F I N E J E W E L L E R Y

L  L L A M I A
D E M I - F I N E J E W E L L E R Y

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7606C
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MYNAMEISDAN

Daniel Tiller

Graphic & Web Designer

07595 397 242 | dan@mynamedan.co.uk

www.mynamedan.co.uk

 [@my_nameis_dan](https://twitter.com/my_nameis_dan)