

**MYNAME!SDAN**

A PRESENTATION TO:  
**BLUE ZEBRA**

## PROJECT BRIEF

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Blue Zebra are a new company aiming to educate, implement and run recruitment departments within growth businesses. A personable and professional service from beginning to end Blue Zebra's USP is that they can cover every aspect of the process from consultancy to employee placement.

It is essential to convey a sense of honesty, personality and professionalism with the logo and colours used, while not looking too corporate. An extremely personal touch to the service will be one thing that keeps client's coming back.

This document shows my research, inspiration and early logo concepts ready for refinement into a final design.

Thank you for the time & opportunity.

Dan

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PARTNERS

TALENT HEROES

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Assembl empowers your company to hire digital marketing talent efficiently and cost-effectively.

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MAJOR PARTNERS - TALENT STARTS WITHIN

Build and grow your business from the inside out with a specialist talent partner and a network of over 400,000 digital, creative and tech professionals

MAJOR PARTNERS IN A NUTSHELL

People are crucial to the success of any start-up or fast growth business, and an inability to find the right ones can often be a stumbling block to growth.

- Trusted talent expert or experts as part of your team
- Tried and tested recruitment processes to deliver a slick in-house operation
- Access to an unrivalled talent pool and the tools to continue to recruit in-house

TALENT HEROES

Home About Contact Blog

Your talent team, onsite.  
(minus the distraction and cost)

Book a callback



SONOS



ALLSAINTS

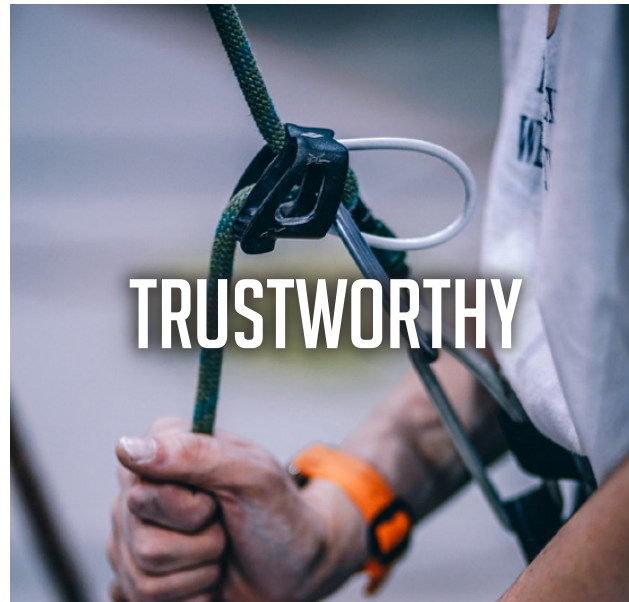
Paul Smith



RANGE  
ROVER

***BOSE***<sup>®</sup>







John Lewis

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& PARTNERS

Waitrose

WAITROSE  
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Uber

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airbnb

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 BLACK&DECKER

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DECKER



weightwatchers



## LOGO CONCEPT ONE:

# BOLD ICON

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This concept takes a bold font, customises it subtly so it isn't 'off the shelf' and adds a bold, modern icon based on the head of the titular zebra. I also quite like the font-only version, with the icon too.



BlueZebra







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# BlueZebra

**LOGO CONCEPT TWO:**

# **BARCODE**

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This idea is born from a couple of thoughts. Firstly, a zebra's pattern is almost barcode-esque, and secondly, it lends itself to identification/labelling.

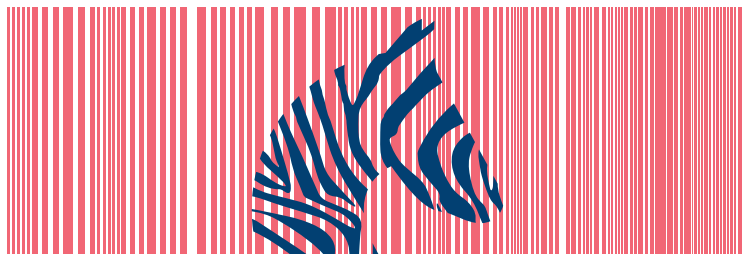




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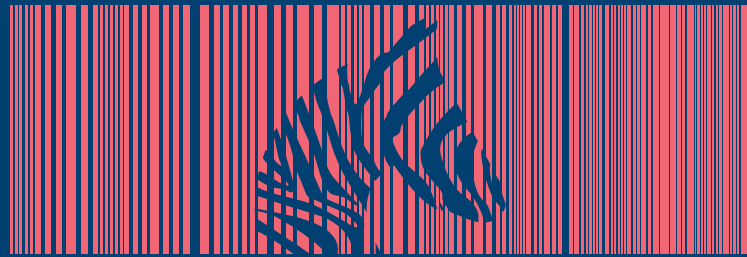


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### LOGO CONCEPT THREE:

## ZEB-HEAD

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Almost a cross between concept one and two, using the pattern of a zebra, with a recognisable icon of a zebra's head. This logo could be seen both standalone, as just an icon (like apple) or as a horizontal combination.



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A stylized white icon of a zebra's head, facing right, positioned to the right of the word "BlueZebra". The icon features black and white stripes and a short mane.

## CUTTING ROOM FLOOR

# PATTERN'D

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An idea I was not sure about, but thought I would share anyway as it may spark more thoughts or ideas. An amalgamation of a zebra pattern and a typographic treatment. It is bold and would stand out, again using a tweaked font.



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