

MYNAME!SDAN

A PRESENTATION TO:
SOUTH & VALE

LOGO CONCEPT ONE

EVVVVVOLUTION

This concept is based on evolving the 'old' vision and values logo. Using the 5 V's to represent the 5 visions and values of the councils. I have used a complimentary colour pallet so each V is coloured differently, these colours can then be used in all material.



LOGO CONCEPT ONE

EVVVVVOLUTION

These concepts use a heavier version of the font to create a more playful, impactful and approachable feel to the last page. I have also rounded the edges of the V's to soften the look and feel slightly, again adding to the approachable feeling.



Vision & Values

South Oxfordshire | Vale of White Horse



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LOGO CONCEPT TWO

FIVVVVVE BOXES

Concept two moves away from the V's and instead includes 5 icon boxes, each one representing one of the 5 values or visions; Working Together, People and Planet, Respect, Accountability and Approachability.

These boxes/icons again use nice complimentary colours, that are soft and approachable, and could be used individually throughout other marketing assets for the Vision & Values, or just as groups as and when needed.

You may also spot nods to each of the councils in two of the boxes. Box two, for People & Planet has the river style graphic from the South Oxfordshire logo, and Respect (box three) has the hill tops from the Vale logo (although it looks like a speech bubble here, to represent showing respect when communicating). Just to clarify the ideas behind the other boxes; 1, working together is the middle of a Venn diagram, overlapping lapping circles, working together to create a different shape. 4, accountability, is the centre of the ying/yang symbol to show actions and repercussions, and 5, Approachability, shows arrows moving upwards, to indicate movement towards something else.



LOGO CONCEPT TWO

FIVVVVVE BOXES

This page just shows a few more treatments of the box logo. Although I think the last page is stronger, I wanted to show some more executions too.

There are also a couple of simplified versions, where rather than full on icons, there are just 5 coloured circles to represent each vision/value.





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LOGO CONCEPT THREE

V, IN A V, IN A V...

For the final idea, I have gone back to the V, but rather than using a family of them, I have created an icon using V's, within the shape of a V. Again the colours are as the other ideas, but I have also included a black and white version too, as it is quite impactful in monotone.



LOGO CONCEPT THREE

V, IN A V, IN A V...

A few more ideas using the V made of V's concepts. I have also played with trying to tie in a tree and horse from the two council logos, but do not think it works, and also probably wildly against the brand guidelines.



This is probably a big no-no against brand guidelines, but thought I would have a play



VISION & VALUES

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MYNAMEISDAN

Daniel Tiller

Graphic & Web Designer

07595 397 242 | dan@mynameisdan.co.uk

www.mynameisdan.co.uk

X @my_nameis_dan