

MYNAME!SDAN

A PRESENTATION TO:
DEVANA THERAPIES

PROJECT BRIEF

Devana Counselling and Nature Therapies Approached me to create a log for their new business. Being a company that is close to nature, and with a name based on the goddess of all things wild, the brief was to create something representative of the name. I was also supplied a quick mock up of an example the owner had always dreamt their logo would look like. The branding needed to be approachable, professional, without looking too expensive or unachievable for it's clients.

This presentation shows my research, concept creation, and thinking when it comes to how the logo and brand execution could look.

Thank you very much for the opportunity,
I hope you like what you see!

Dan

Bracknell Forest Public Health

Walks for Wellbeing

Guided walks in Bracknell Forest to support your health and wellbeing

BACK

Walks for Wellbeing in Bracknell Forest

Walks for wellbeing

Watch on YouTube

General information

Find out more about what to expect on one of our Walks for Wellbeing

More info

Walks for Wellbeing timetable

Full list of all walks

View timetable

Forest Bathing Cornwall

Home What is Forest Bathing? Where, When, Why? Your Guide Blog Contact Me

Trees are poems that the Earth writes upon the sky - Khalil Gibran

Forest Bathing aka Shinrin yoku

What is Forest Bathing?

Your guide - in Cornwall

Where, when and why

Adore Your Outdoors

ABOUT FOR YOU FOR YOUR PEOPLE TRAIN WITH ME SHOP BLOG CONTACT

FOREST BATHING, MINDFULNESS AND NATURE CONNECTION

Hampshire's *Acclaimed* Provider of Accredited Nature-Based Training and Events

TRAIN WITH ME FOR YOUR PEOPLE FOR YOU

Hi I'm Sonya Dibbin, founder of Adore Your Outdoors and I'm passionate about the restorative power of mindfulness, especially when paired with additional superpowers direct from *Mother Nature* herself

Considering training as a Forest Bathing Guide? Watch this first!

LEARN MORE

Berkshire & Oxfordshire Wildlife Trust

Help protect Hamgreen Wood

Donate

Follow us: in f @ x

News Events Jobs Volunteer Professional services Contact

About What we do Get involved Explore Support us APPEAL

Events: 'Quiet Reflections' Forest Bathing - Windsor Great Park, Sunday 2 November

'Quiet Reflections' Forest Bathing - Windsor Great Park, Sunday 2 November

Okay, got it No thanks

Holland
& Barrett



WHITE STUFF

reMarkable



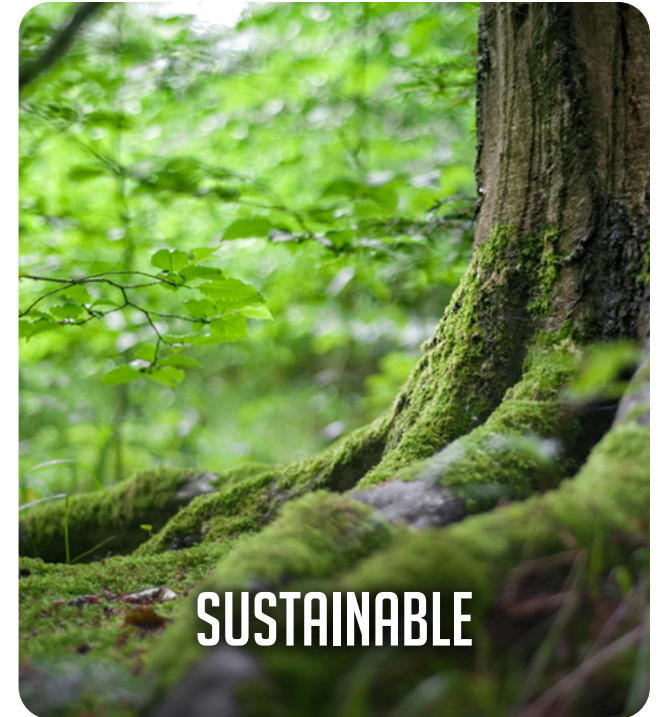
FATFACE



AUTHENTIC



EMPOWERING



SUSTAINABLE



LOGO CONCEPT ONE:

GODDESS

'Devana', is the name given to the Slavic goddess of wild, forests, hunting, and the moon. The following ideas have evolved from the client supplied concept. I have used a flowing, modern font, along with natural, forest-like colours to create a unique, and recognisable logo. I have also played with creating a logo with all upper-case lettering, like some of the logos in the inspiration section.







LOGO CONCEPT ONE: GODDESS

PRIVATE & CONFIDENTIAL



DEVANA 
COUNSELLING & NATURE THERAPIES

DEVANA 
COUNSELLING & NATURE THERAPIES

DEVANA 
COUNSELLING & NATURE THERAPIES

DEVANA 
COUNSELLING & NATURE THERAPIES





PRIVATE & CONFIDENTIAL

Devana

COUNSELLING & NATURE THERAPIES

LOGO CONCEPT TWO:

JUST TYPE

For the second concept, I have tried to simplify things a little, moving away from the complex goddess motif, to just use a beautiful type face. I then moved on to adding iconography inspired by nature/the forest/the wild. Again natural colours have been used, along with simple mono black/grey versions, like many of the brands in the inspiration section use.

devana
COUNSELLING & NATURE THERAPIES

devana
COUNSELLING & NATURE THERAPIES

devana
COUNSELLING & NATURE THERAPIES

devana
COUNSELLING & NATURE THERAPIES









LOGO CONCEPT TWO: JUST TYPE

PRIVATE & CONFIDENTIAL



COUNSELLING & NATURE THERAPIES



COUNSELLING & NATURE THERAPIES



COUNSELLING & NATURE THERAPIES



COUNSELLING & NATURE THERAPIES



PRIVATE & CONFIDENTIAL



LOGO CONCEPT THREE:

SLAVIC

For the final concept I have looked at Slavic/Norse patterns/illustrations as inspiration, and created some ideas using bold shapes and natural colours. I have used a modern font, that gives a slight impression of movement to add to the bold feel of the designs. Upper-case typography has been used to give a premium feel as well.





DEVANA
COUNSELLING & NATURE THERAPIES



DEVANA
COUNSELLING & NATURE THERAPIES



DEVANA
COUNSELLING & NATURE THERAPIES



DEVANA
COUNSELLING & NATURE THERAPIES









PRIVATE & CONFIDENTIAL



DEVANA

COUNSELLING & NATURE THERAPIES

MYNAMEISDAN

Daniel Tiller

Graphic & Web Designer

07595 397 242 | dan@mynamedan.co.uk

www.mynamedan.co.uk

 linktr.ee/my_nameis_dan