

natural expressions
PHOTOGRAPHY



Old Logo

This photographer wanted a logo which was simplistic, typographically based and yet had personality and expression.



New Logo

As photography generally provokes the participant to smile - and that is the reaction that the client wishes to receive from his customers - we incorporated a smile to link the two words together.

The addition of differing services to denotes areas of specialisations which can be added or removed where necessary. Specifically chosen colour ways for each service helps to segment the brand.

We developed a colour swatch for each sector so that when used for web and print, the colour is always consistent and ensures the integrity of the brand.

Natural Expressions
■■ PHOTOGRAPHY ■■
commercial • wedding • lifestyle

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Initial Ideas

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Idea Development

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Final Logos