

CTRL WAKE 2022



LOGO REDESIGN

CTRL WAKE 2022

WHERE WE
ARE:

- STRONG
- BOLD
- ESTABLISHED
- GRAPHIC



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WHERE WE
ARE:

WORDMARK

CTRL

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WHAT I'D LIKE TO KEEP:

LINE OFF OF THE "C".

- INTERESTING
- PLAYFUL
- BOARD GRAPHIC
POSSIBILITIES



CTRL

CONSISTENT WEIGHT
OF THE STROKES.

- BALANCED
- EASY TO READ SMALL
AND LARGE

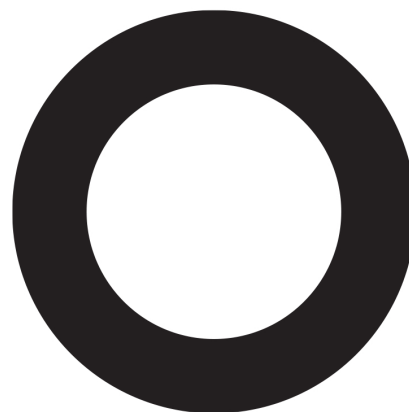


CTRL

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CREATING NEW LETTERFORMS:

- BASE EVERY LETTER
OFF OF A MEDIUM
WEIGHT CIRCLE.
(WIDTH AND HEIGHT)
- BALANCED



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CREATING LETTERFORMS:

- COMPLETE THE SECOND,
THIRD, AND FORTH LETTERS



— SPACIAL DISTANCE BASED ON THE CIRCLE

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CREATING LETTERFORMS:

- CREATE THE "C" FROM THE CIRCLE



CREATING LETTERFORMS:

- TIGHTEN UP THE "R" TO A BETTER FEEL



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CREATING LETTERFORMS:

- THIS IS WHERE WE LAND

CTRL

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CREATING LETTERFORMS:

- FINISH IT OFF BY SPACING
IT OUT TO LET THE
LETTERS BREATHE

- SIMPLISTIC
- BOLD
- REFINED
- BALANCED

C T R L

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NEXT STEP

- ADDING TO THE STYLE



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ADDING TO THE STYLE

- OPTIONS FOR THE "LINE"

I SEE THIS ADDING TO A
BUNCH OF POSSIBILITIES
WITH BOARD GRAPHICS
OVERALL.

~~C~~ T R L

~~C~~~~T~~~~R~~ L

~~C~~~~T~~~~R~~~~L~~

~~C~~~~T~~ R L

~~C~~~~T~~ R L

~~C~~~~T~~~~R~~ L

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WORDMARK AND
ICON LOOK

- THESE ARE THE TWO LOOKS I LIKE BEST.
- PLAYFUL LINE LOCATION. DOESN'T STRIKE THROUGH THE ENTIRE WORDMARK, YET PULLS IT TOGETHER NICELY.

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WORDMARK AND ICON LOOK

- INCLUSION OF THE
FACTORY ICON
- TAKING EMPHASIS OFF
THE FACTORY ICON
BY SHRINKING AND
PLACING OVER
THE "R" AND "L"



CTRL



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THANK YOU FOR
REVIEWING!

