CLIMATE EDGE

Branding redesign

CLIMATE EDGE

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Logos v.2

Logos v.3

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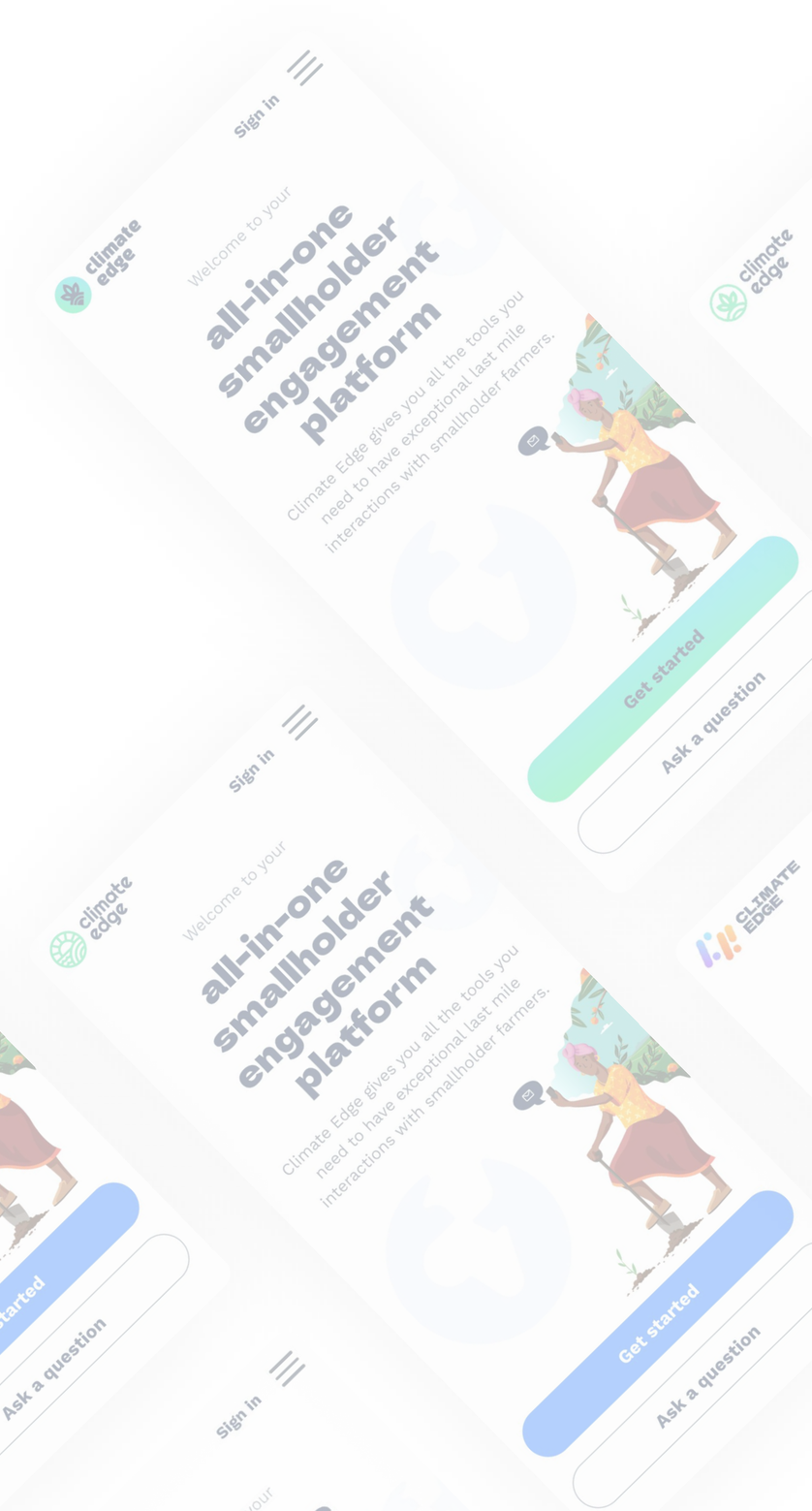
Mock-ups

Climate Edge

Branding redesign

March 2022



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BRAND ATTRIBUTES / CORE VALUES

Climate Edge is...

Exciting

Bright

Inspiring

Fresh

Thoughtful

Dynamic

Innovative

Forward Thinking

Playful

Unique

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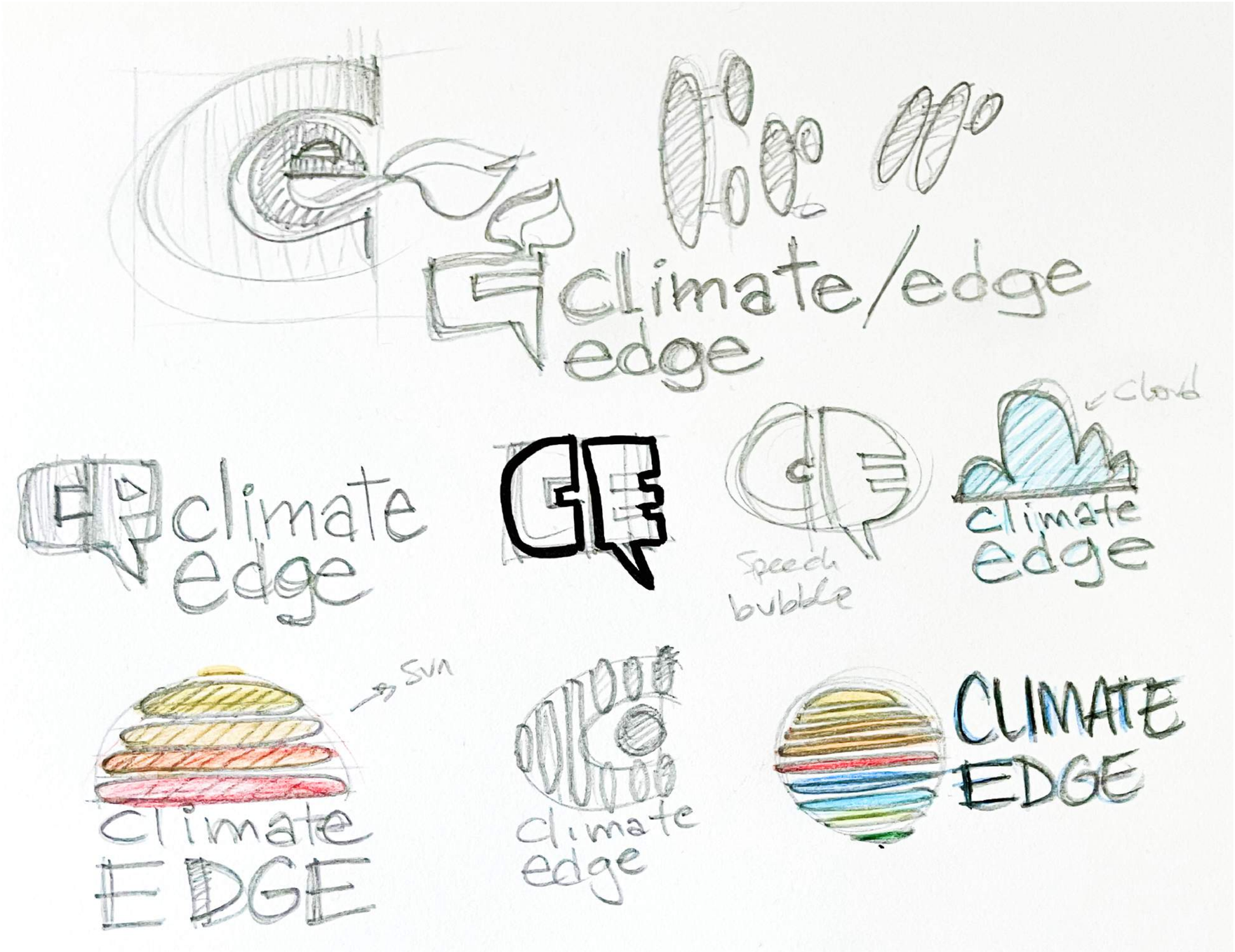
Drawing explorations



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FONTS

A selection of typefaces

climate edge

VM Circular Yell

CLIMATE EDGE

Dela Gothic One

climate edge

Spartan Black

CLIMATE EDGE

Koulen

climate edge

Righteous

climate edge

Plaster

climate edge

Changa One

climate edge

Work Sans

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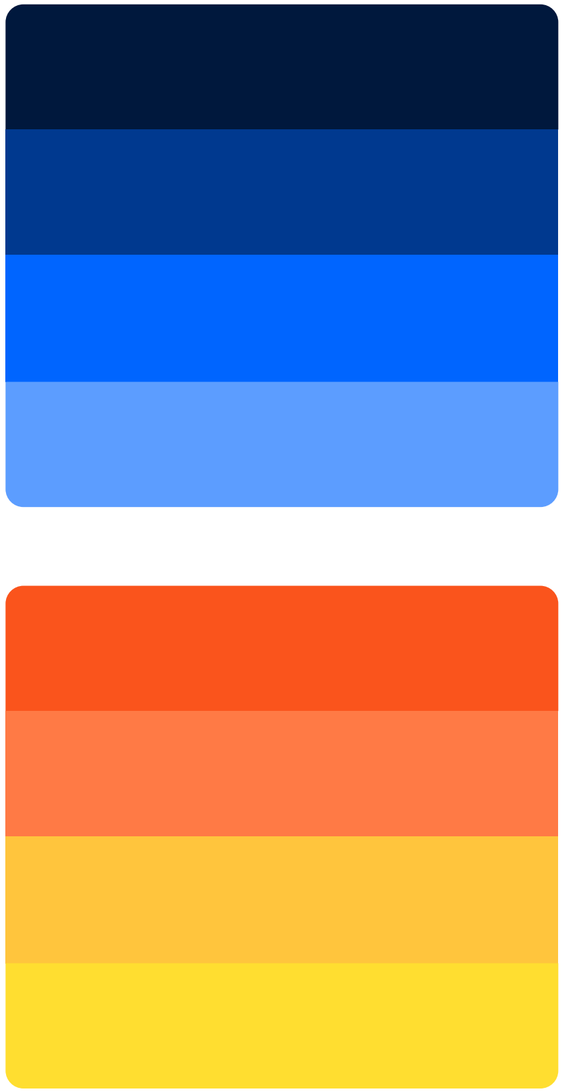
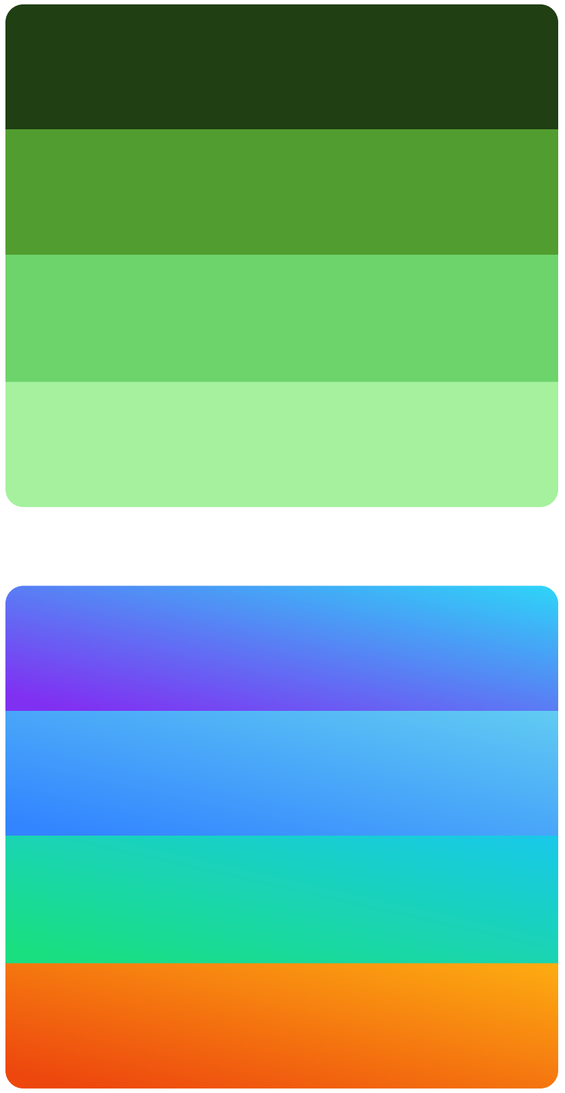
COLOUR PALETTES

Playing with our variables





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This first version is an exploration of attributes such as **“Playful”**, **“Casual”** and **“Enthusiastic”**.

We use our bright palette and rounded, thick outlines for the emblem (depicting a landscape and influenced by african prints / patterns) in conjunction with a very rounded Sans Serif Google font (Righteous) to convey this sense of **Positivity** and **Forward Thinking**. Also presenting few variations for monochrome / flat / outline versions.

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LOGOS V.2

This version explores a much more simple concept: **Connection + Growth**. Still Bright and Fresh but with a limited use of colour, the emblem is a play between those two elements.

Using our colour palette (Aquamarine, Ultramarine Blue) and another Google font (Changa One), not so rounded but still **Casual / Playful**. Also presenting few variations for monochrome / flat / outline versions.

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LOGOS V.3

The last version is perhaps the more **“Serious”**, or **“Techy”** one, developing the attribute of **“Empowerment”** through an emblem that works as a metaphore for the concept of **“Data”**.

Using gradients from our colour palette and a sharper Google font (Dela Gothic One) in uppercase, giving that “Serious” vibe. Also presenting few variations for monochrome / flat / circle versions.

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OTHER EXPLORATIONS

Playful / Casual / Enthusiastic

Bright / Casual / Fresh

Serious / Thoughtful / Inspiring

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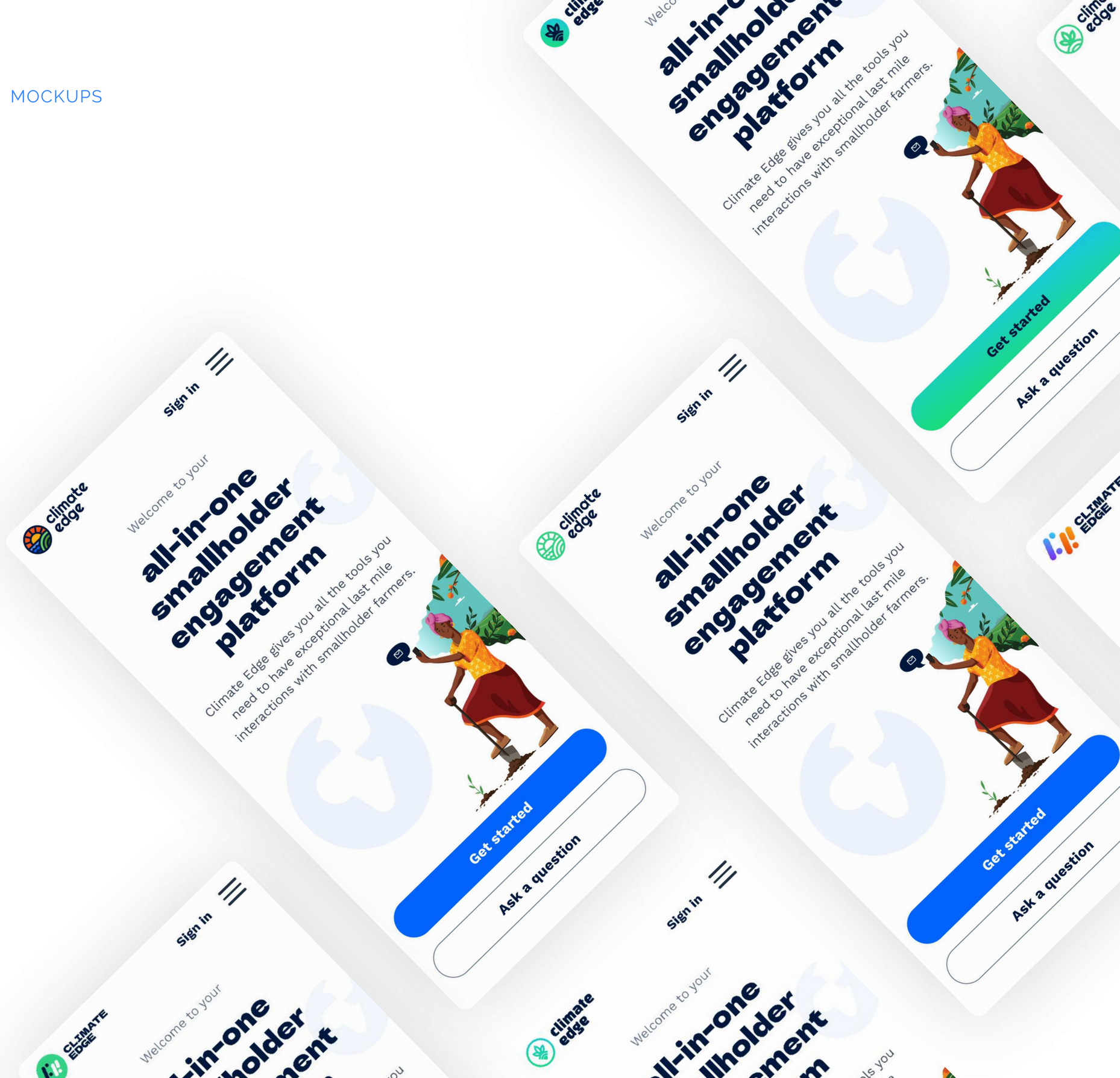

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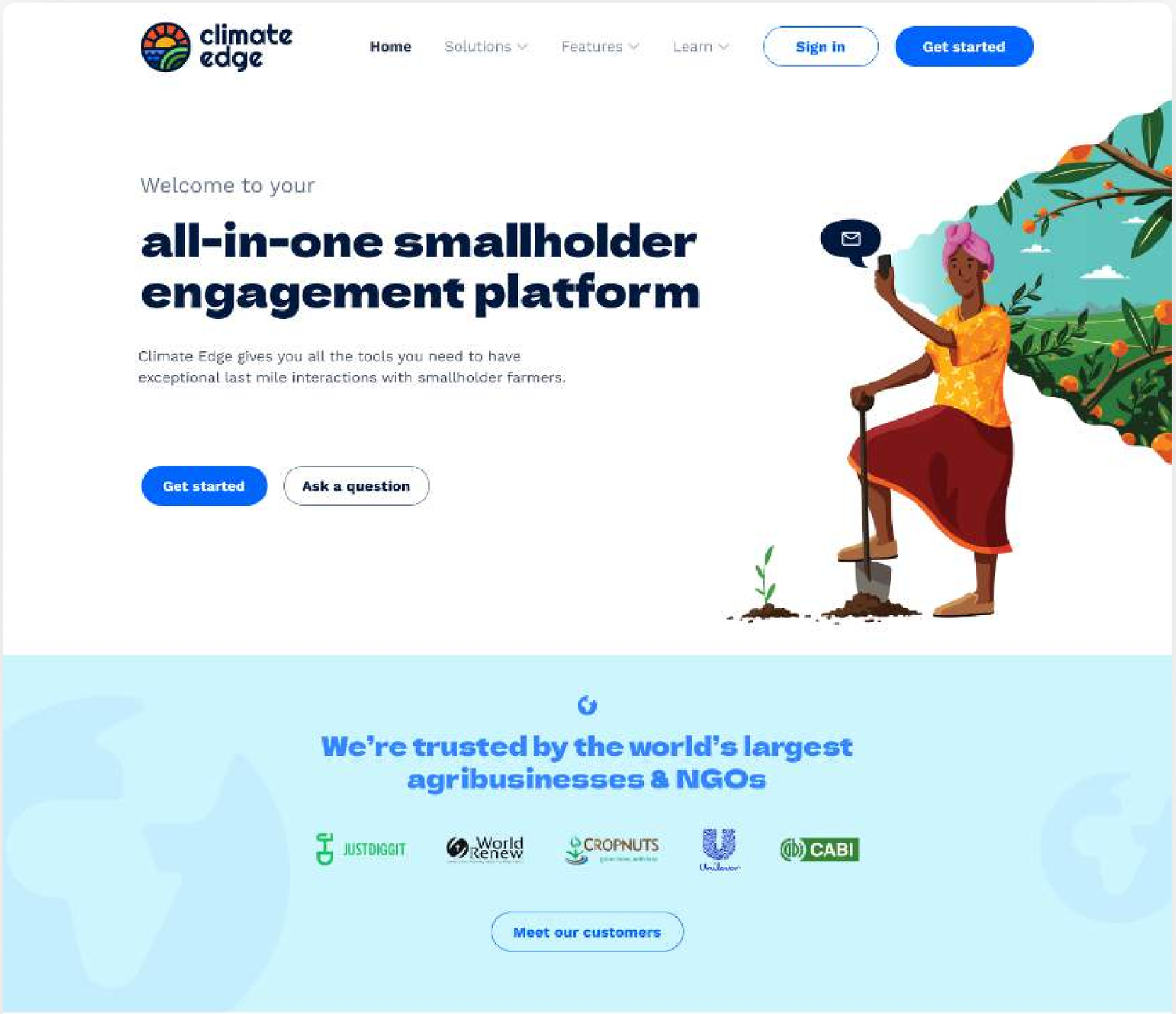

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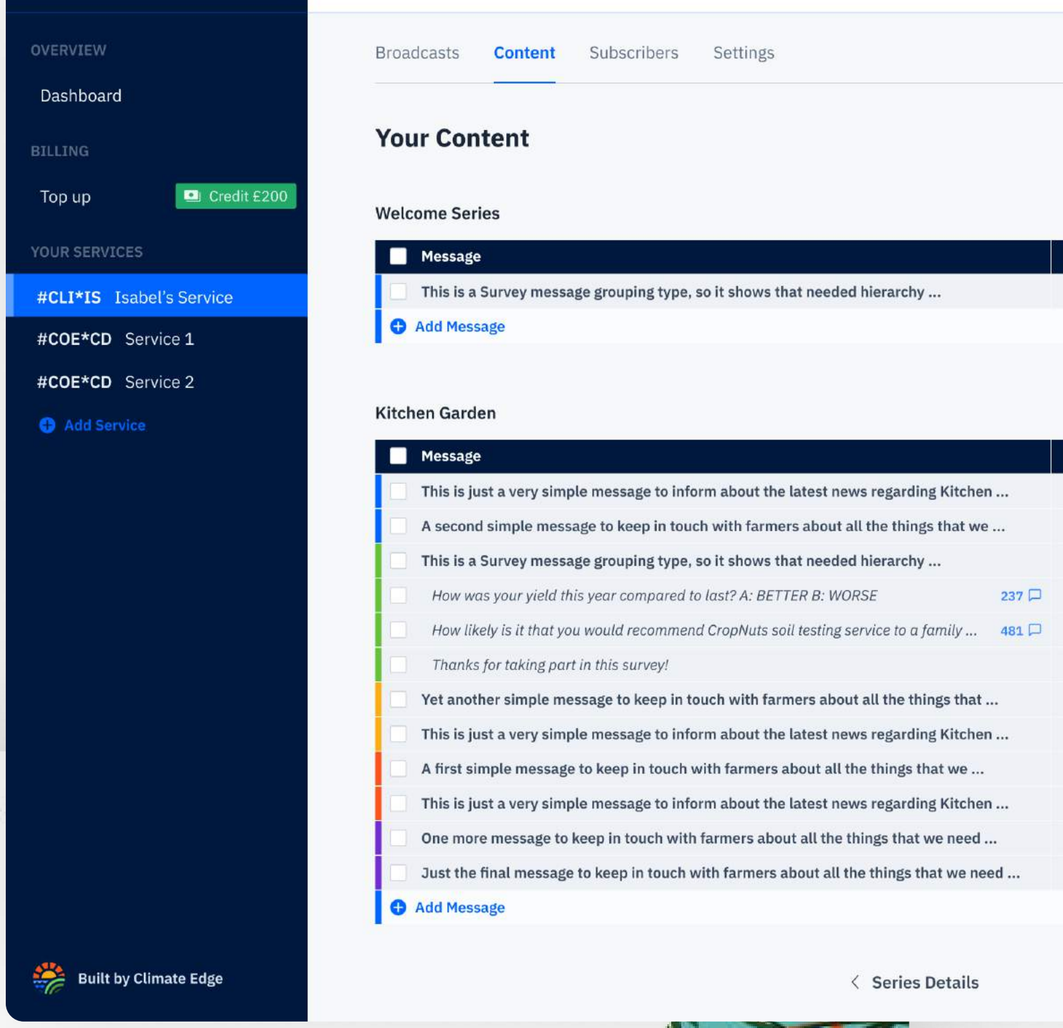

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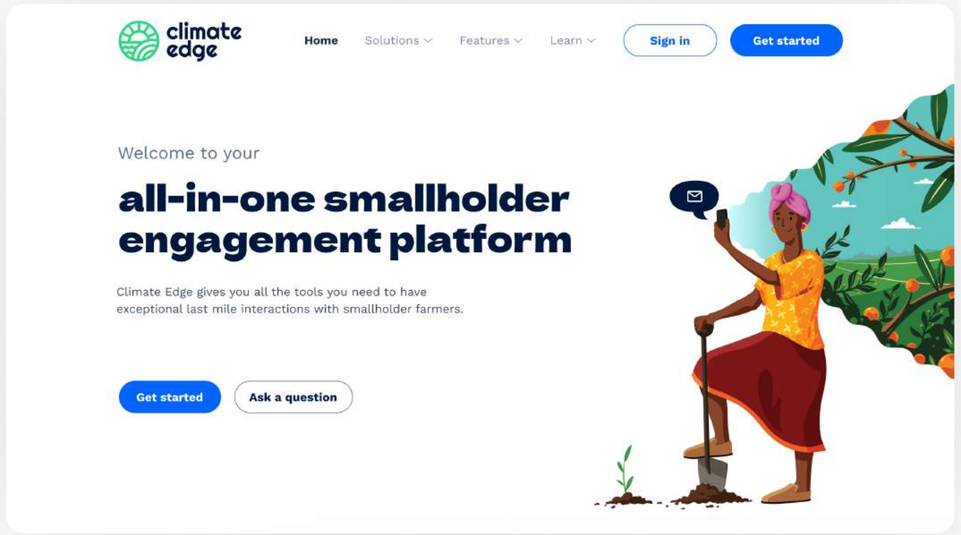

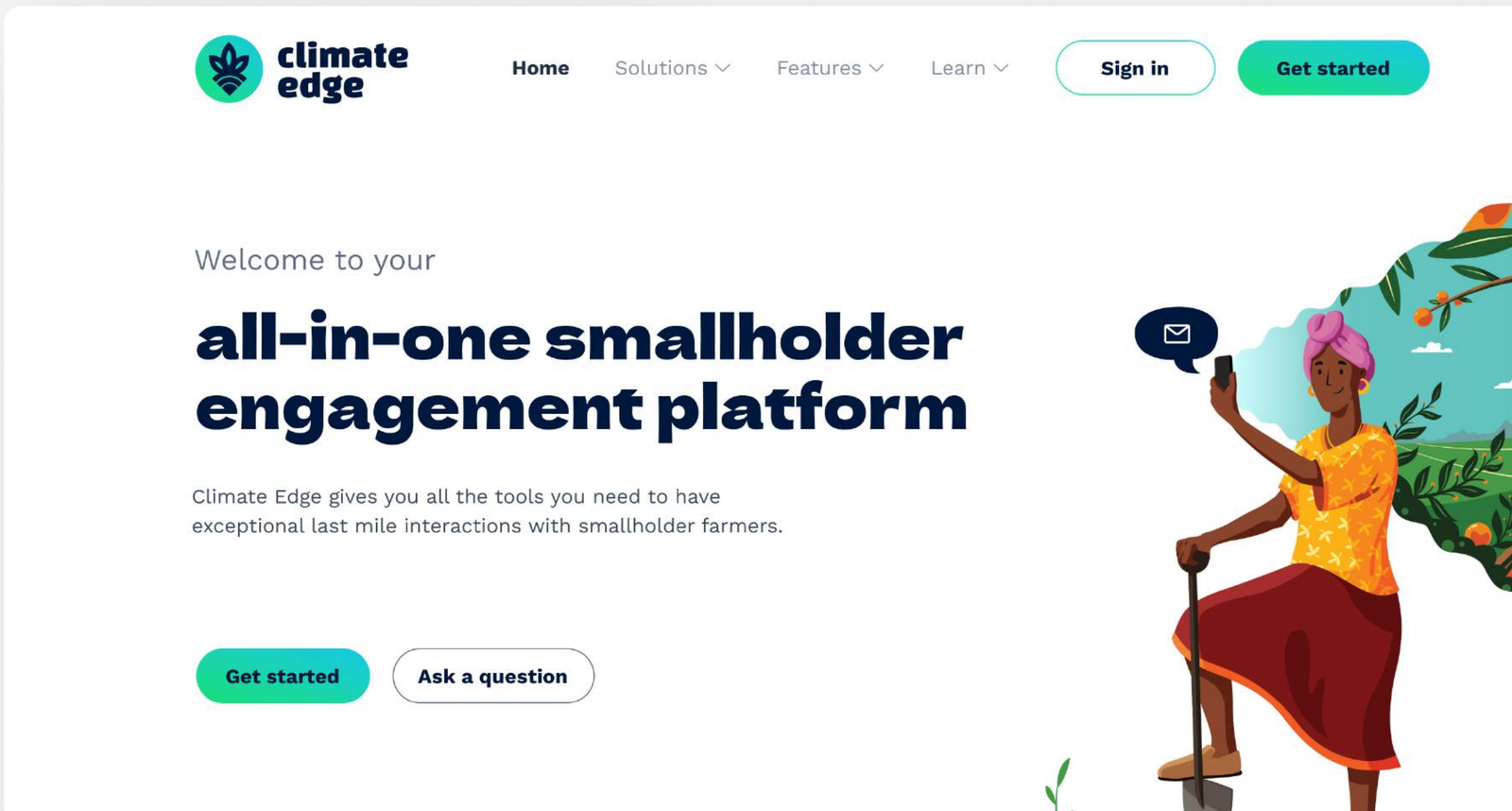

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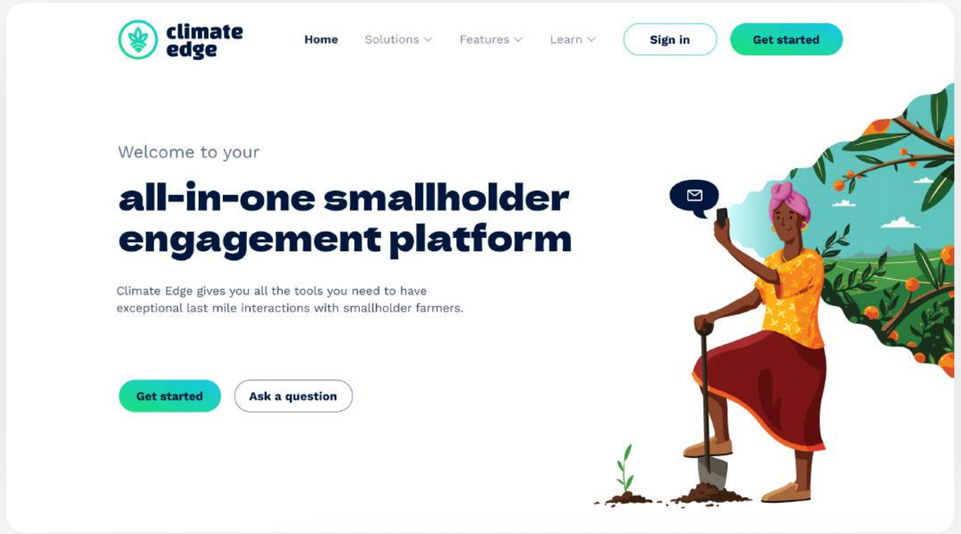

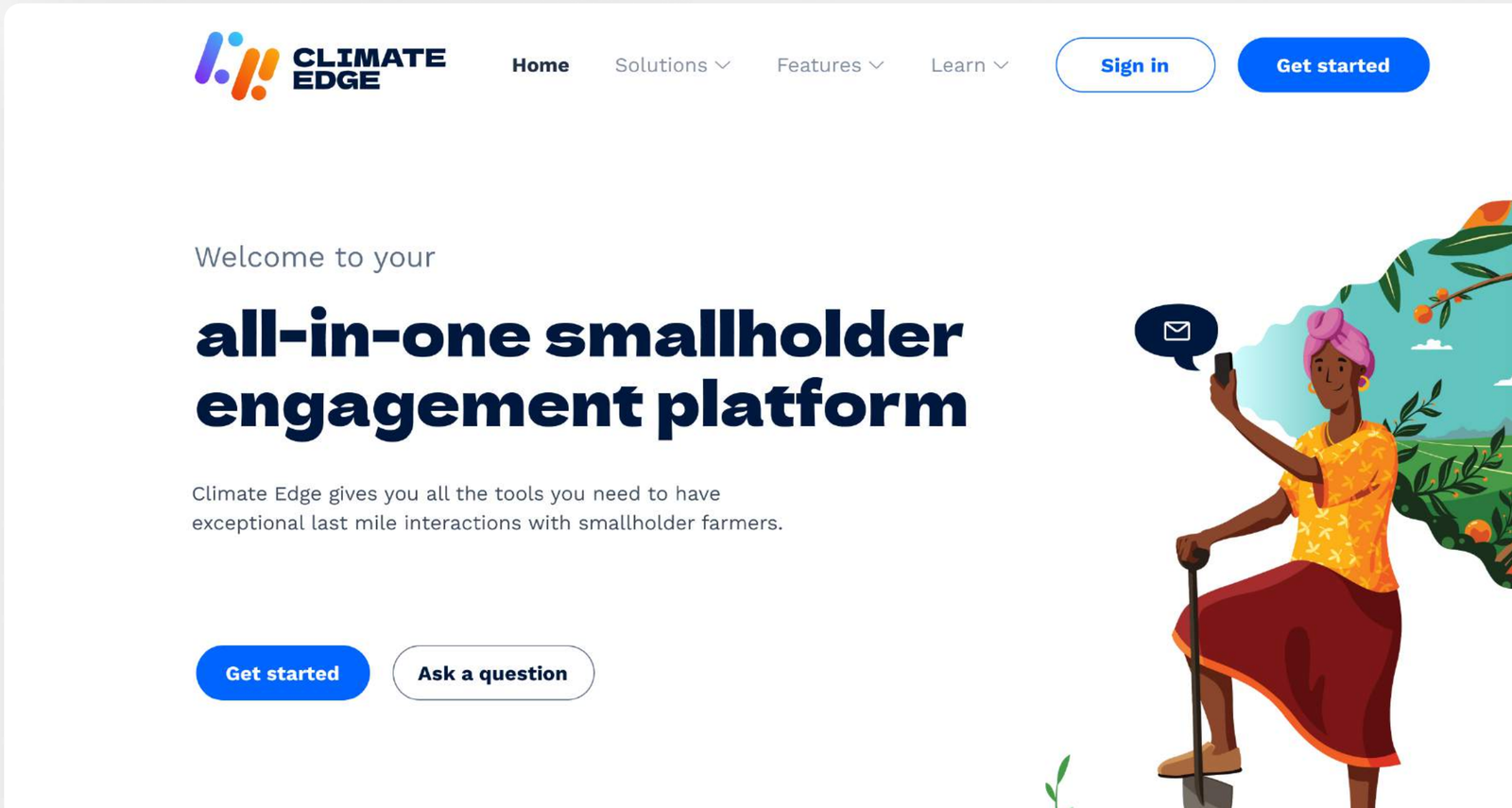

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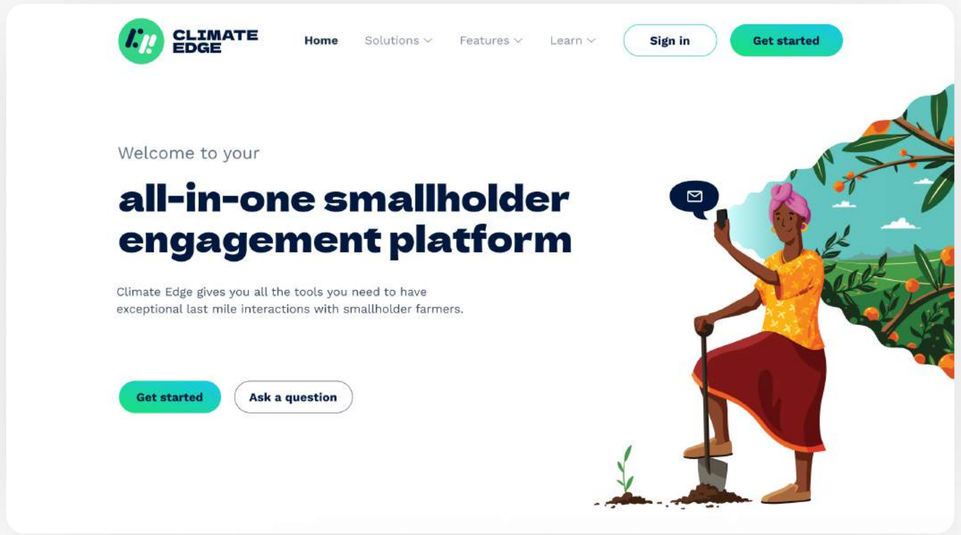

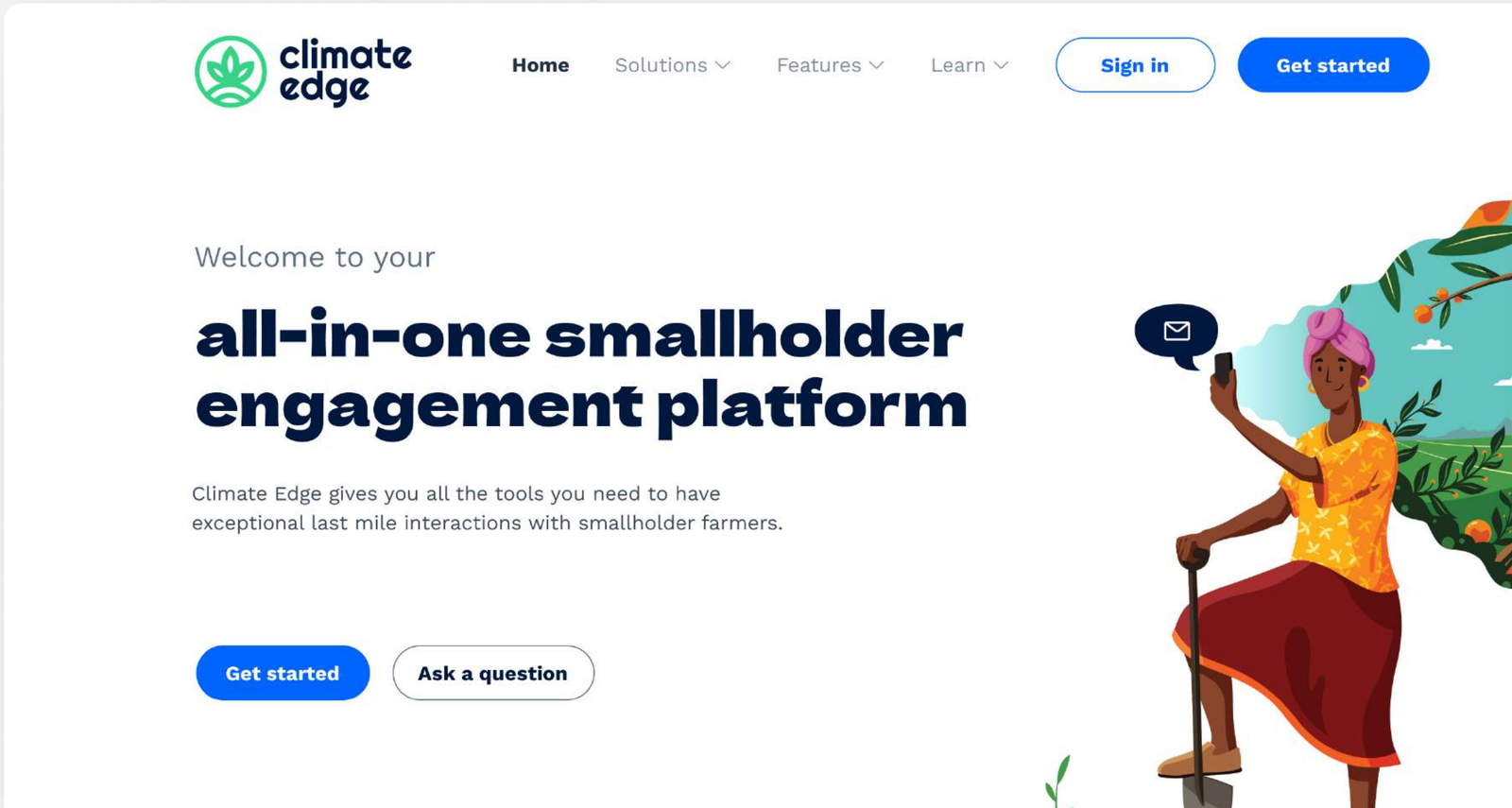

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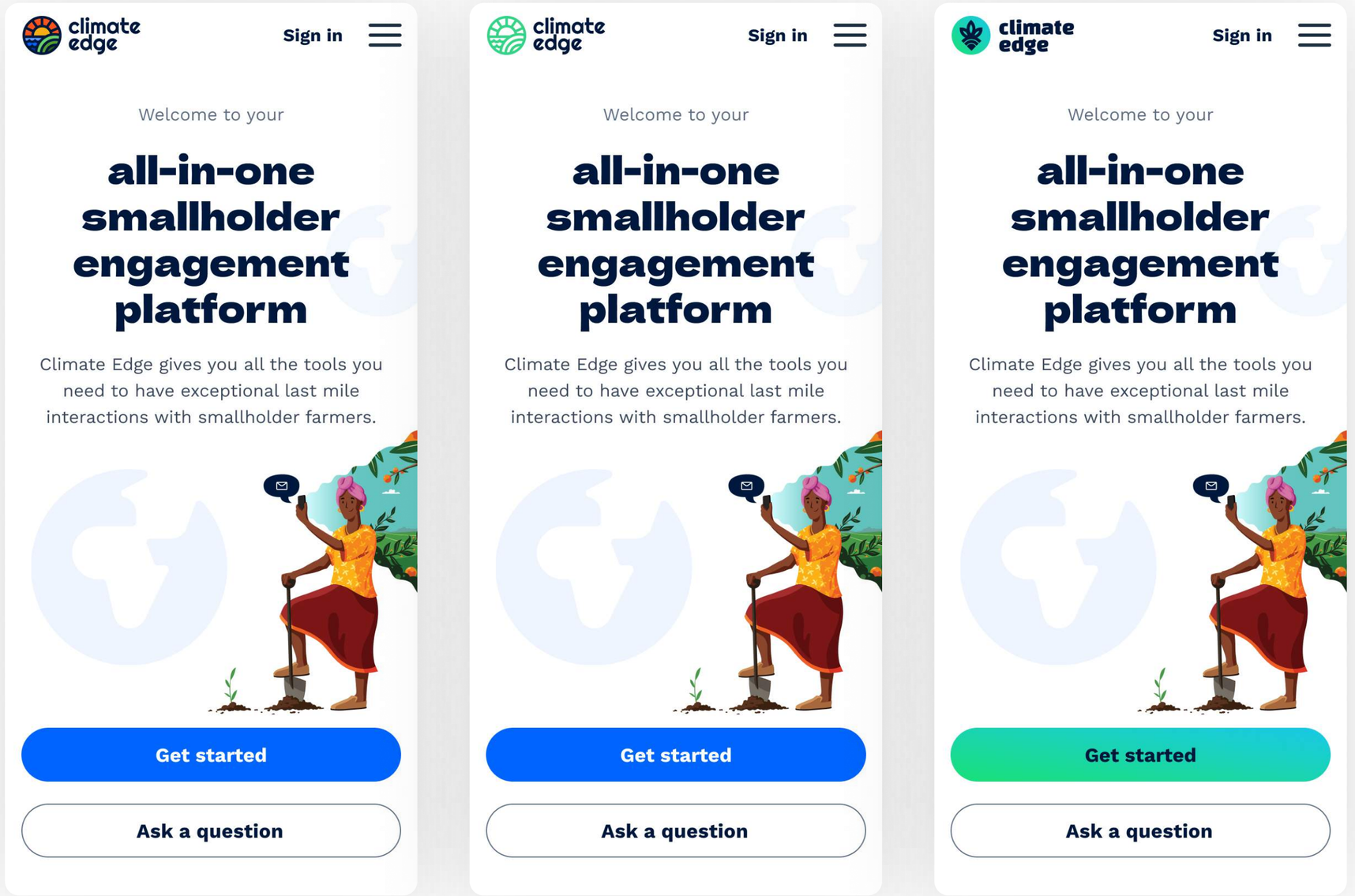

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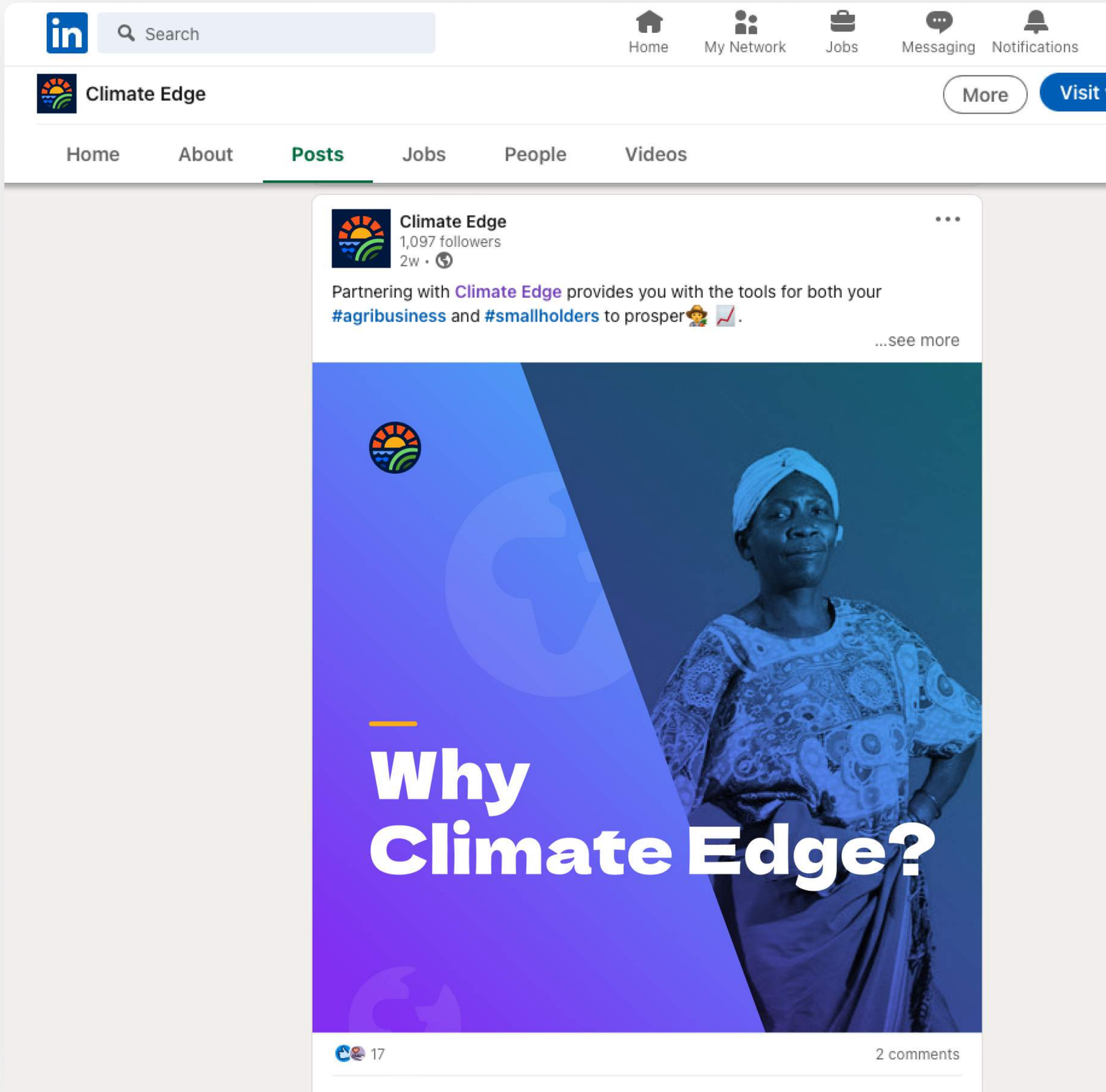

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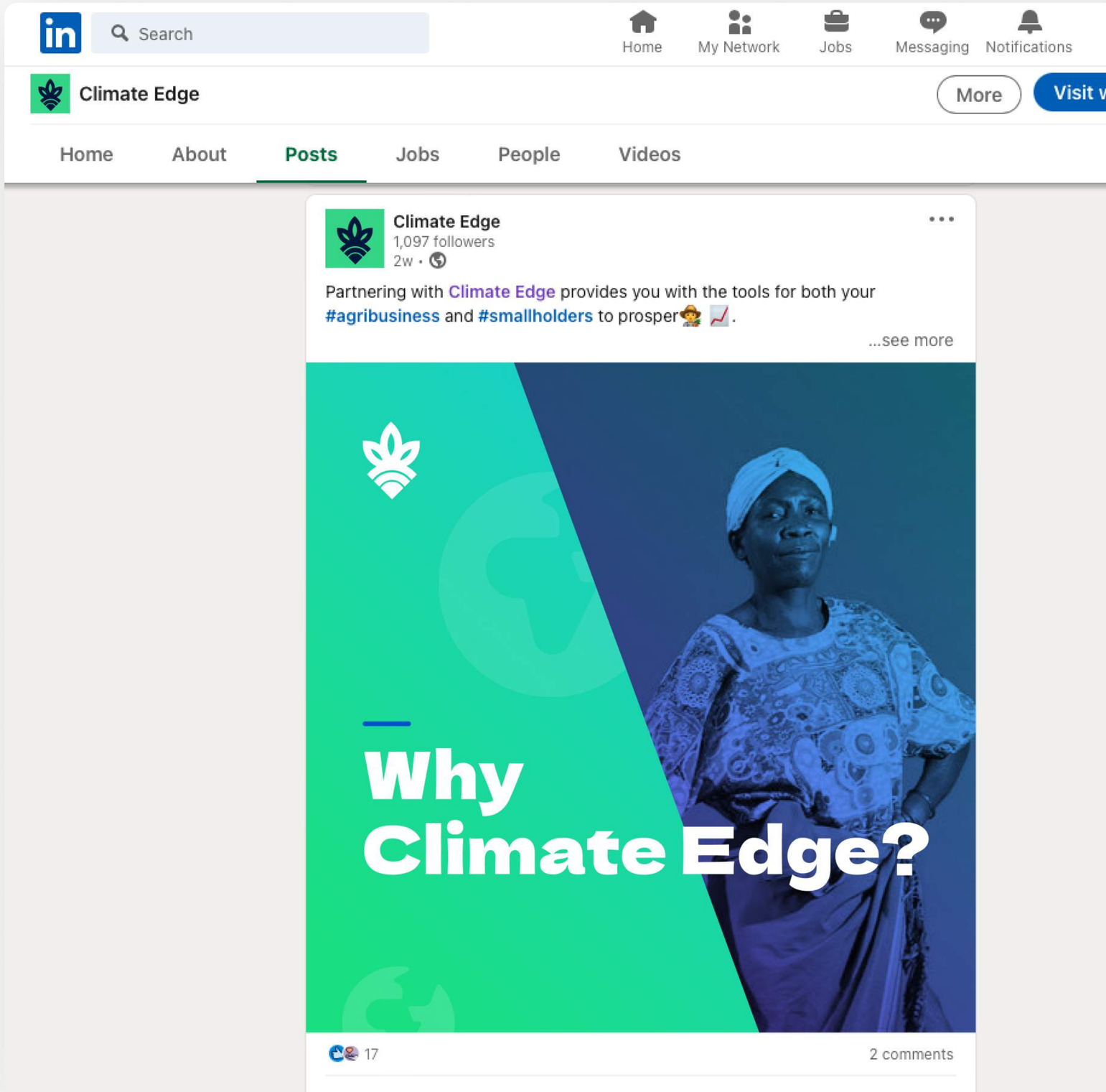
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