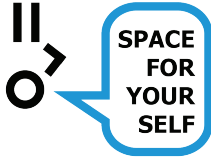




















01 | Logo Options

<p>Speech Bubble 01</p> <p>Each treatment hosts a varied bubble originating from an illustrated character. With counselors trying to promote speech, this idea has tried to reflect this. Finding the balance between emphasis on character and company name is key.</p>	<p>a</p> 	<p>b</p> 	<p>c</p> 	<p>d</p> 	<p>e</p> 
<p>SFY Abbreviation 02</p> <p>Using the initials to abbreviate the company name is a good way to make a brand more recognisable. I feel that using the initials will make the very long name easier to remember for potential clients.</p>	<p>a</p> 	<p>b</p> 	<p>c</p> 	<p>d</p> 	<p>e</p> 
<p>Space For Yourself Word Mark 03</p> <p>Wordmarks are a very effective way of branding a business. Here I have tried to use the words creatively in order to produce meaningful logos. I particularly like "d" as it uses a lack of "space" to contradict the company's name and provoke thought.</p>	<p>a</p> 	<p>b</p> 	<p>c</p> 	<p>d</p> 	<p>e</p> 
<p>Associated Imagery 04</p> <p>There are many things that can be associated with counselling. I have selected what I believe to be the most relevant items and incorporated them into my designs. Each should be recognisable and industry specific</p>	<p>a</p> 	<p>b</p> 	<p>c</p> 	<p>d</p> 	<p>e</p> 