

# Logo design proposal

- Company: GulfStream-

## VERSION 1

“STREAM ALIKE”

THE DESIGN IS VERY SIMILAR TO THE OLD LOGO OF THE “STREAM” COMPANY IN TERMS OF THE TYPEFACE AND SIMILAR POSITION OF THE WAVE.

COLOR LOGO PRESENTED ON THE WHITE AND DARK BACKGROUND

WHITE AND BLACK LOGO PRESENTED ON THE PHOTOGRAPHIC AND WHITE BACKGROUND - PREVIEW OF THE LOGO FORM WITHOUT THE COLOR.



## VERSION 2

### “VIBRANT BLUE”

THE WORDS GULF AND STREAM ARE DIFFERENTLY EMPHASIZED, THE FORM AND POSITION OF THE WAVE IS NEW. BLUE COLOR IS LIGHTER AND MORE VIBRANT.

COLOR LOGO PRESENTED ON THE WHITE AND DARK BACKGROUND



WHITE AND BLACK LOGO PRESENTED ON THE PHOTOGRAPHIC AND WHITE BACKGROUND - PREVIEW OF THE LOGO FORM WITHOUT THE COLOR.

### VERSION 3

“EXPERIENCED”

TYPOGRAPHY WITH SERIF TYPEFACE AND SILVER BLUE COLOR GIVES THE DESIGN MORE IMPACTFUL AND EXPERIENCED NOTE.

COLOR LOGO PRESENTED ON THE WHITE AND DARK BACKGROUND

WHITE AND BLACK LOGO PRESENTED ON THE PHOTOGRAPHIC AND WHITE BACKGROUND - PREVIEW OF THE LOGO FORM WITHOUT THE COLOR.



## VERSION 4

### “BICOLORED”

THE DESIGN COMBINES VIBRANT BLUE AND SILVER GRAY COLOR WITH THE SHARP FORM OF THE WAVES AND MODERN TYPEFACE.

COLOR LOGO PRESENTED ON THE WHITE AND DARK BACKGROUND

WHITE AND BLACK LOGO PRESENTED ON THE PHOTOGRAPHIC AND WHITE BACKGROUND - PREVIEW OF THE LOGO FORM WITHOUT THE COLOR.

