
Branding Guideline

Part 2: Logo design options

Intro:

Based on the Direction #1 from part 1 branding proposal, we are providing more fonts options for **navy ethos**.

Updated 21 Jan 2019

nnnnavy

ethossss

nnnnavy

ethossss

logo design

Option #1

Lower case 1A

nññnavy

nññnavy ethossss

ethossss

Upper case 1B

NÑÑNAVY

NÑÑNAVY ETHOSSSS

ETHOSSSS

logo design

Option #2

Lower case 2A

nññnavy

nññnavy ethossss

ethossss

Upper case 2B

NÑÑNAVY

NÑÑNAVY ETHOSSSS

ETHOSSSS

logo design

Option #3

Lower case 3A

n̈n̈n̈navy

n̈n̈n̈navy ethos̈s̈s̈

ethos̈s̈s̈

Upper case 3B

N̈N̈N̈NAVY

N̈N̈N̈NAVY ETHOS̈S̈S̈

ETHOS̈S̈S̈

logo design

Option #4

Lower case 4A

nññnavy

nññnavy ethosss

ethosss

Upper case 4B

NÑÑNAVY

NÑÑNAVY ETHOSSS

ETHOSSS

logo design

Option #5

Lower case 5A

n̈n̈ñ navy

n̈n̈ñ navy ethos̈s̈s̈

ethos̈s̈s̈

Upper case 5B

N̈N̈Ñ NAVY

N̈N̈Ñ NAVY ETHOS̈S̈S̈

ETHOS̈S̈S̈

navy ethos branding guideline

Next step...

Choose the best logo design

- 1. final approval for logo design**
- 2. moving to the next phase -
creating full deck of Branding Guidelines**
- 3. phase 3 presentation: 31st Jan, 2019**

Thank You :)