



Katlegong

client logo exploration

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Your logo is one of the first things people notice about your business. Logo's when designed well, can attract attention and create a memorable, top-of mind brand image.

The best way to keep your product in a viewer's mind is to make something unique.



Katlegong group logo is an illustration of a few familiar objects. The illustration design incorporates an elephant head abstract and a mandala which they both may represent a strong spiritual journey, starting from outer side moving into the inner. The name may have different/ specific connotations, but we make sure that our designs are beyond their specific meaning. One way to create a top-of-mind brand logo is to use memorable and meaningful visual metaphors

Creating a series of color variations for a better incorporation:



Black on white Logo: Black logo design for white background or lighter background colors.



White on black Logo: White logo design for black background or darker background colors.

Monochromatic logos don't have to be boring. In fact, it can be a perfect approach for a brand that needs to look sophisticated at most times.

We have also decided on a different design for our client. We remained intact with the client's theme, keeping the same form and structure of the initial design

Option1:



Option1:



Option 2:



Option 2:



Option 3:



Option 3:

