

# WHITE RHINO

LOGO CONCEPTS

MAY 2008

prepared by

**printing.com**

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# YOUR BRIEF

To create a brand identity for a business that provides an events management service. Projects vary from small one-off events to large corporate hospitality.

# OUR APPROACH

Do bear in mind that these are just concepts. Colours can be changed, fonts tweaked and icons altered. Take a look at each of them, and as well as your immediate reaction, try taking a more considered view as well, thinking about the message each one communicates. Which is most important to you and which communicates each message most effectively?

Once you're ready, we look forward to discussing your thoughts and opinions with you. We hope you like them!

# CONCEPT ONE

A bold, inspiring font and colour choices.

We understand that your business works hard to create the perfect event with as little 'fuss' as possible for your client, so with this in mind we've created a fuss-free logo option but with plenty of character.

We've also tried out some options with a rhinoceros' footprint; subtle but quirky.

**whiterhino**  
event management

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**WHITE****RHINO**  
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## CONCEPT TWO

This logo has a more relaxed feel to it and paired with more calming colours makes for a lovely, well balanced finish. The illustration style is fresh and quirky, adding a flash of creativity and passion to the overall style.

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**white  
rhino**  
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Event Management

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with compliments

# CONCEPT THREE

Again, the muted blues and greys feel really appropriate and welcoming, and we've tried an alternative illustration style that carries a little more depth and realism to it.

There's something about the rhino being on top of the letters that gives a sense of control and stability.

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