Creative Brief 2
Rogue Shard Design - Logo development - Prince William County

Please find below several new logos we have in development. We are presenting what we feel best represents all the elements that were submitted as inspiration for the second round of treatments.

Logo 1:
This logo uses all the elements provided as (iconic visual cues,) with a fresh look and layout. We have used the eagle as a primary element to represent growth or a soaring spirit. The eagle is carrying an anchor to tie it into the Marines or military symbolism. This can be replaced with another element if necessary. The globe represents a global community and Prince William County is marked as a destination. We have used a mixture of red, blue and white streamers with stars on them to add some visual interest as well as represent our flag and military. We have also repositioned the text to the left of the logo to balance the streamers, We feel this logo best represents your feedback and incorporates the necessary elements to communicate Prince William County as an icon.

Logo 2:
This logo is set in a circular shape to mimic the, "seal type look," This logo uses very similar elements as in Logo 1 and for the same visual reasons. We have created an alternate eagle and positioned it in a similar fashion as seen in the Marines logo. This is meant to reinforce the military influence on Prince William County. We have tied Prince William County to the other elements in the logo in two ways. First, we used a series of sun-rays emanating from Prince William County outwards. Second, we used a line that curls or swooshes outward from the star toward the eagle's feet to make the connection between the eagle soaring from the County.

Logo 2_ALT:
This logo is an alternate of logo 2 with the main difference being a softer wing structure on the eagle and slight variation of the stars, background color and swoosh element. We have also added a grey border for the seal.

Logo 3:
This logo is somewhat of a departure from the visual cues we were provided. We have attempted to elicit the same information, but with a more abstract treatment. We have still used the eagle as primary element, but we have simplified the look. Prince William County is still represented as a global community, but with an altered graphics look. We have still represented the military with stars that encircle the eagle, but it is a much more subtle treatment.

LOGO 1

Prince William
County VIRGINIA

LOGO 2

PRINCE WILLIAM

COUNTY, VIRGINIA

2 ALT

PRINCE WILLIAM

COUNTY ★ VIRGINIA

LOGO 3

PRINCE WILLIAM
COUNTY, VIRGINIA