

HARRYFISH CO

brand concepts



concept one

This design represents clean simple lines. Using "threes" seemed to be significant so I incorporated that into the round symbol – mimicking some of the sketches from Adam's notebook. Additionally, the alternate symbol is the "h" and "f" rolled into one to represent the name.



applications





"Simplicity is an
acquired taste. Mankind
instinctively complicates
life."

K.F. Gerould



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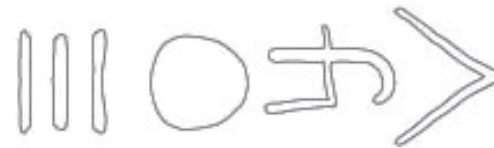


concept two

I went a little simpler here – allowing the font and name to do the work. Lower case letters seemed to fit the narrative – as the name points back to your two boys. Below you will see three options of symbols that could be used – the ones on the right taking inspiration from the sketches in Adam’s notebook.

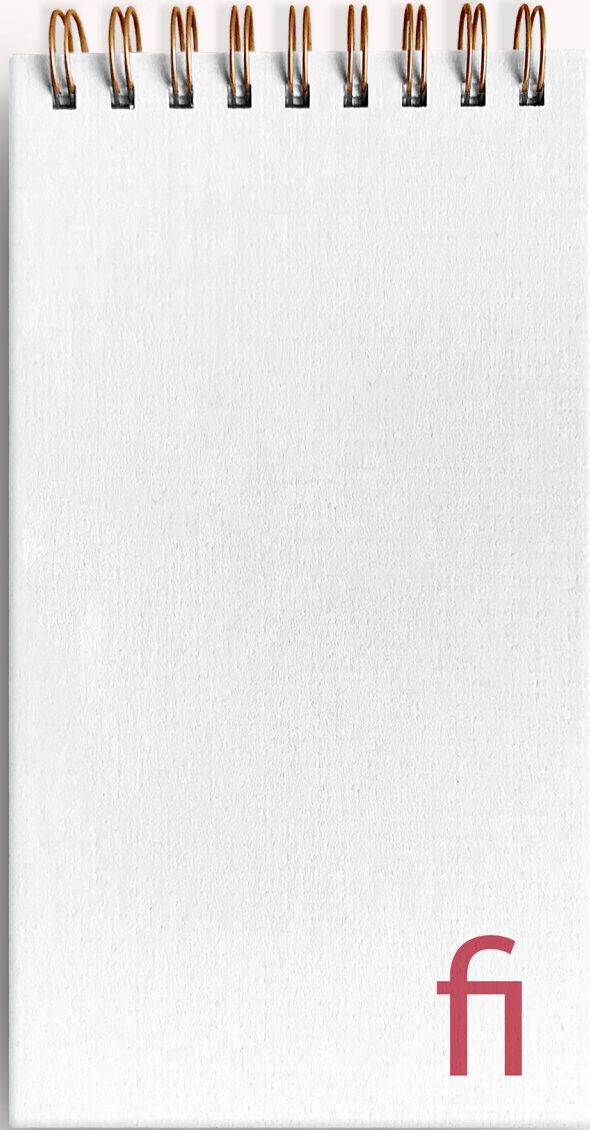
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h
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Clean, simple, minimalist



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concept three

This third option takes the second option and jazzes it up a bit – still simple in design but blocked out to create a little more weight and more of a statement. Notice the change in the symbols – pointing to threes again in both the circle and the icons that make it up.



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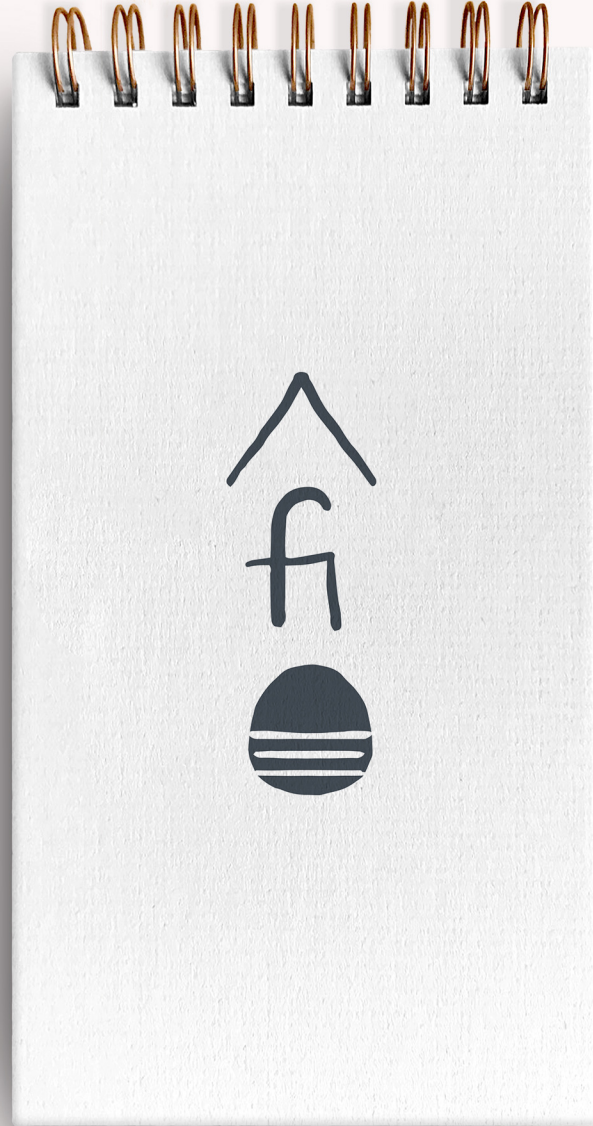
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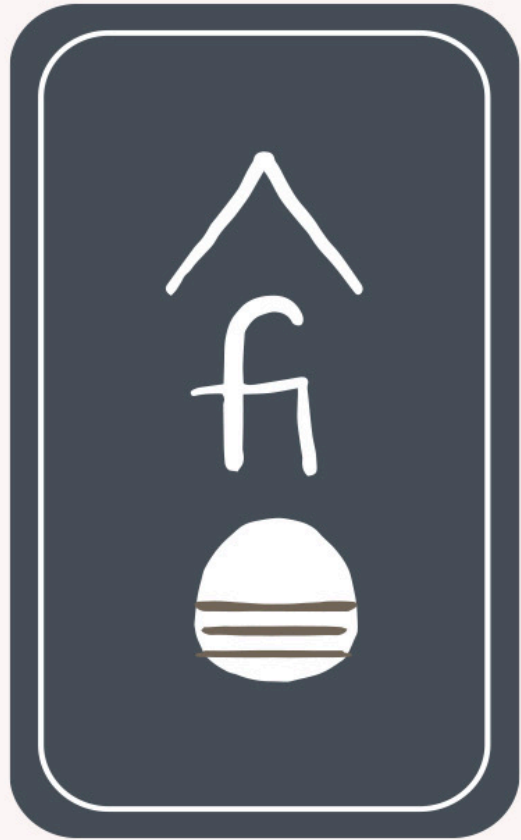
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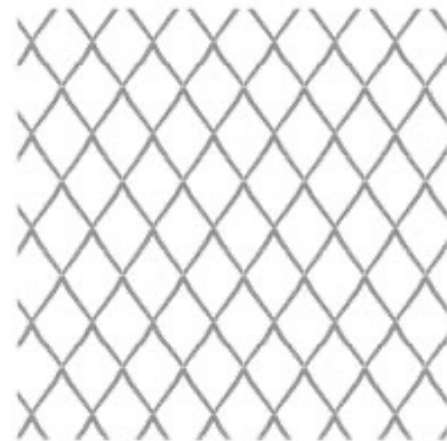
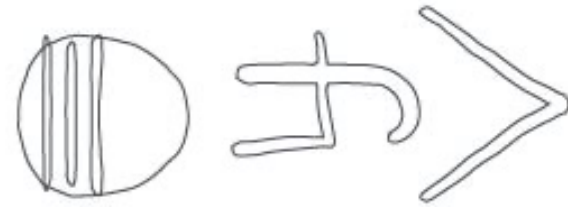
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colors symbols & patterns

I went with more muted colors – to represent a more relaxed, in nature feel. I wanted to be careful that it didn't feel too nautical while still harkening to the outdoor/relaxed esthetic in Adam's inspiration photos. Both patterns were both derived from the point in the logo and can be used in a variety of ways.



thank you

for trusting me with your design
project.

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