

Lin

---

D E S I G N

LOGO CONCEPTS

---

Produced for Vessel 07.06.2023

Modern, stylized tech feel. The inverted 'V' could represent the A in AI to support the AI aspect of Vessel's project services.

Colors: Blue represents reliability, knowledge and trust, while green represents wealth and growth. Black represents strength and intelligence.

1A



1B



Modern, connected tech feel. As in set 1, the inverted 'V' could represent the A in AI to support the AI aspect of Vessel's project services.

Colors: Blue represents reliability, knowledge and trust, while black represents strength and intelligence.

2A



2B



Modern, connected tech feel. As in sets 1 and 2, the inverted 'V' could represent the A in AI to support the AI aspect of Vessel's project services.

Colors: Blue represents reliability, knowledge and trust while purple is associated with wisdom and respect, and stimulates the problem solving aspect of the brain.

3A



3B



Modern, connected tech feel. As in sets 1, 2 and 3, the inverted 'V' could represent the A in AI to support the AI aspect of Vessel's project services. The V can also stand on it's own as a logo symbol.

Colors: Blue represents reliability, knowledge and trust while purple is associated with wisdom and respect, and stimulates the problem solving aspect of the brain.

4A



4B



4C



Type explorations - 5A stylization of double 'S' - 5B elements of letters to form name - each depict a 'flow' within the name.

Colors: Blue/gray represents reliability, knowledge and trust while vivid green represents growth and optimism..

5A



5B

