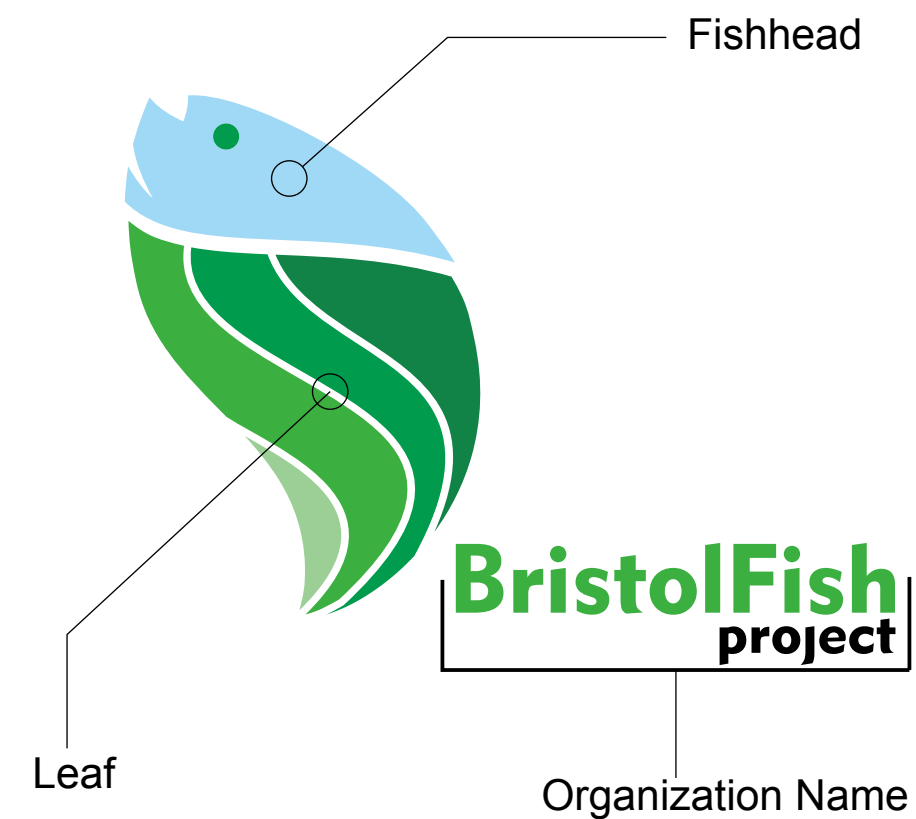




Proposed Logo Design

design by Tata Hari Kusuma

Logo Components



Color Pallete



C : 87
M : 34
Y : 100
K : 1



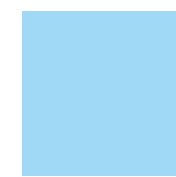
C : 100
M : 0
Y : 100
K : 0



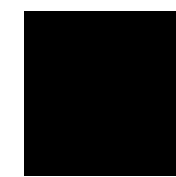
C : 73
M : 0
Y : 100
K : 0



C : 44
M : 0
Y : 52
K : 0



C : 40
M : 0
Y : 0
K : 0



C : 0
M : 0
Y : 0
K : 100

Logo Philosophy

As we can see in the logo components section, the logo consists of 3 main elements. Which are "fishead" silhouette, leaf shapes, and "Bristol Fish Project" names itself. The logo originated from a leaf shape, which sliced in 1/3 from the top and combined with a fish head shape. The logo represent Bristol Fish Project commitment to be involved in supporting urban aquaponic farm. The logo has slight curved shapes that represents dynamic and movement. The colors itself mainly consist by green, represent environmentally friendly movement.

