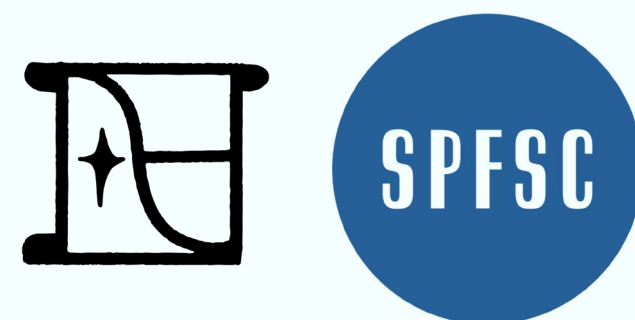


# 2023 SPFSC LOGO DESIGN





# TARGET

## **Challenge:**

Re-imagine the SPFSC logo to be more sleek, quick, and modern yet still manage to be approachable by all audiences. Keep in mind the already established brand identity.

## **Key points:**

Established: history, vintage

Lively energetic: all age friendly, positive energy

Steadfast: simple and quick like ice skating

Passionate: emotional, youth

Charming: appealing from across the room



old logo

# IDEATION

## Thumbnails

SKATE ST. PAUL

\*pictograms

- 2-3 options
- 10 thumbnails

Styles: bold, sleek, brushstroke, minimalist

## Sketches

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12



# Compositions

A



B



C



D



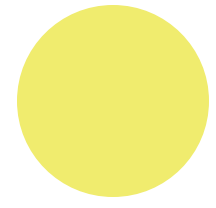
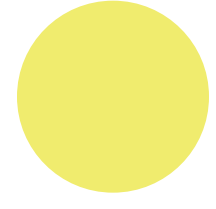
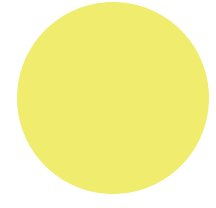
E



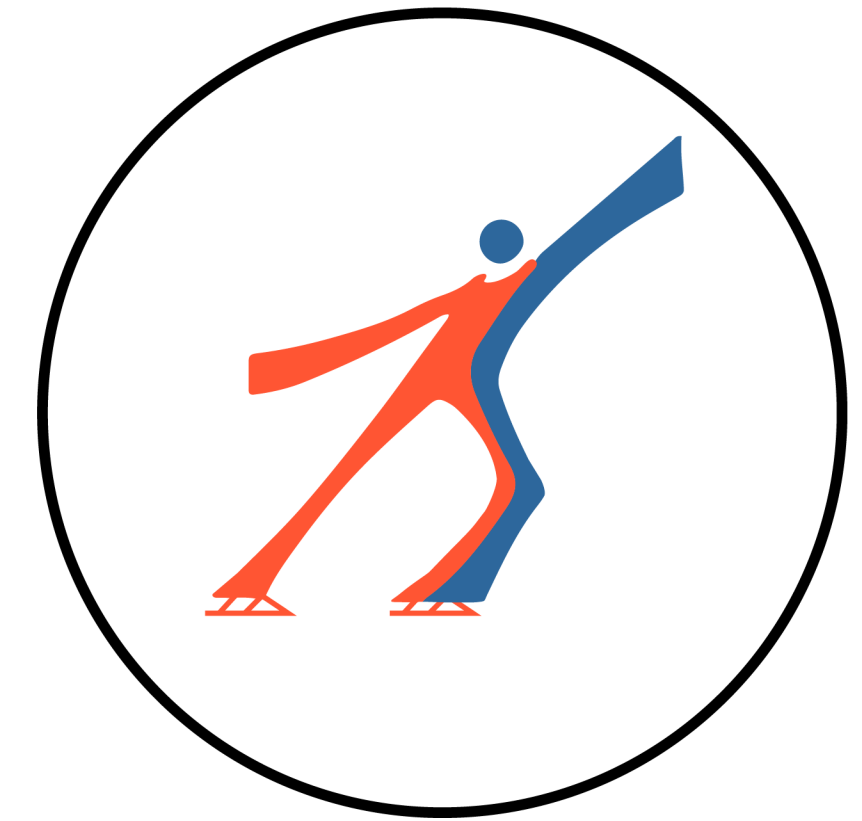
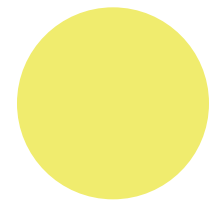
F



Based on feedbacks, F gets the most interest because of the S-shaped figure.







# DELIVERABLES



BLACK  
—  
RGB: 000, 000, 000  
CMYK: 0, 00, 00, 00  
HEX: # 000000  
PANTONE: PROCESS BLACK U



BRIGHT RED  
—  
RGB: 255, 85, 51  
CMYK: 0, 67, 80, 00  
HEX: # FF5533  
PANTONE: BRIGHT RED C



CLASSIC BLUE  
—  
RGB: 53, 96, 149  
CMYK: 64, 36, 0, 42  
HEX: # 356095  
PANTONE: 19 - 4052



te  
paul

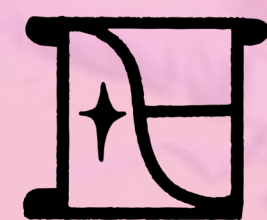


St. Paul  
Figure Skating





# THANK YOU



nganelichuynh@gmail.com nganelichuynh.com 563.249.7426

