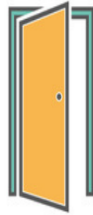
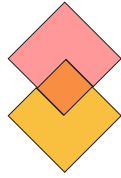


Casa Dual / Logo Directions

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## Direction One: Logo Mark

This is what most people think of when they're imagining a logo — the Nike swoosh, the Target target, Apple's apple. Those can stand alone and represent the brand, but many businesses (big and small) use a mark to provide some context as to what the business does or offers. They also offer an opportunity to be clever, to incorporate iconography or a graphic into the stamp of a company's logo.

Some ideas I like for a mark for Casa Dual include an open door as a nod to the classroom and a metaphorical open door to learning and growth when someone enlists your services and tools. I also like the idea of playing with simple geometric shapes to represent the dual language capacity.

## Direction Two: Script Logotype

Logotypes as stand alone logos are super popular right now with small businesses in particular (but also mega corporations like Coca-Cola and Dove, for example). They offer a lot of personality, and particularly with your multicultural offering, I like a script because it feels fun and vibrant and young while still very readable, clean, and attractive.

One thing that helps with any logotype option is some kind of secondary text that identifies who you are that sits below or above the logo like in these examples. For you that might be “Language Consulting” or a really short tagline or something else, but I’d love to know what you think of including some secondary text in your logo to help it stand alone.





### Direction Three: Logotype + Jazz

There is no technical name for this category of logo, but this is similar to the script logotype, except the lettering isn't cursive! I'm drawn in particular to these examples because while they are just type on their own, they each have a lot of personality and playfulness.

The bottom two images are fun (but maybe a little too arty for our purposes), but what I like about them is that they have a very simple logo overlaying colorful, playful shapes and I can imagine something like this (with the right shapes and colors) feeling tied to education and teaching. They could be inspired by punctuation or accent marks or letterforms or teaching tools — a lot of ideas I could explore there if you're drawn to those.