

Casa Dual / Logo Designs + Round 1

PRIMARY LOGOS:



COLOR PALETTE:



ICON LOGOS:



SECONDARY LOGOS:



OPTION ONE: First up, we have a really playful type style that has lots of personality! I played with colors that feel very current but also inspired in part by highlighters as a connection to the classroom. With each option, I tried to create a system of colors and different logo arrangements that could work in a number of different environments depending on what you need. In some cases, I imagine you would want a really simple solid color version, sometimes horizontal, other times with the shapes or the outline — really the goal is to give you options that can all be used but still feel like a cohesive identity. The punctuation pattern in this version has sharp, square corners and almost reads as confetti, which feels fun but not so overt that it feels like a party planning company, in my opinion.

PRIMARY LOGOS: **casa dual** casa dual casa dual

COLOR PALETTE:

ICON LOGOS:

SECONDARY LOGOS:

OPTION TWO: I wanted to give you a pretty cool blue/green color palette since you mentioned liking those colors, and I think this is a nice way to do so! I really like the minty, sea foam green color which I also used in option one. This option is a bit more simple, but still builds off the playful punctuation pattern for the secondary logo option..

PRIMARY LOGOS:



COLOR PALETTE:



ICON LOGOS:



SECONDARY LOGOS:



OPTION THREE: Moving in another direction, this option features a neutral, warm color palette building on pretty metallic tones like copper and gold that you mentioned really liking. For options 1-3, you'll notice that the logo type is all lowercase, which I think gives us a slightly more casual feel while still being really sophisticated! It's also hard to explain, but in most of the options I tried, I just thought it looked better — kind of trendy, a little less traditional or corporate, and more balanced. A lot of small business logos I like are in lowercase, so it may be a personal preference thing, so let me know if you feel strongly and I can show you options in Sentence Case. :) Beyond that, the punctuation pattern is also different — the shapes are round and built from circles instead of squares. I think they read more easily as punctuation, but still really fun!

PRIMARY LOGOS: CASA DUAL CASA DUAL CASA
DUAL



OPTION FOUR: This is a variation of option three — with the logo type in all caps! Another great option that feels refined but not stuffy. I played with a slightly different color palette that features a pretty, muted purple as well as the warm tones from the last version. A mix of neutral, metallic-inspired, and warm colors that still feel current but a bit softer.