



**DANIELLE LOWERY**

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Graphic Designer

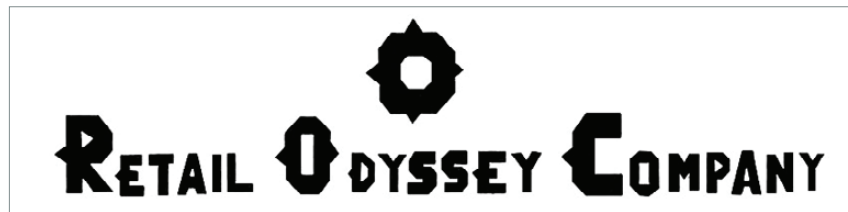
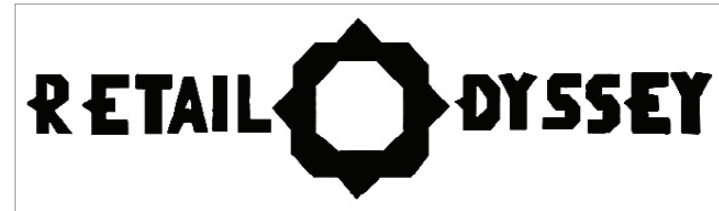


- 1 Rough Concepts
- 2 4 Main Concept Directions
- 3 Continued Compass Concepts
- 4 Color Studies
- 5 Detailed Studies
- 6 Final Logo

**The Retail Odyssey Company™** is a team of professionals with expert knowledge in all aspects of the retail environment. We are **exclusively** dedicated to helping **The Kroger Co.** navigate their journey to success by providing them unique and adaptable **solutions** that deliver **value**, drive **growth** and win customer **loyalty**.

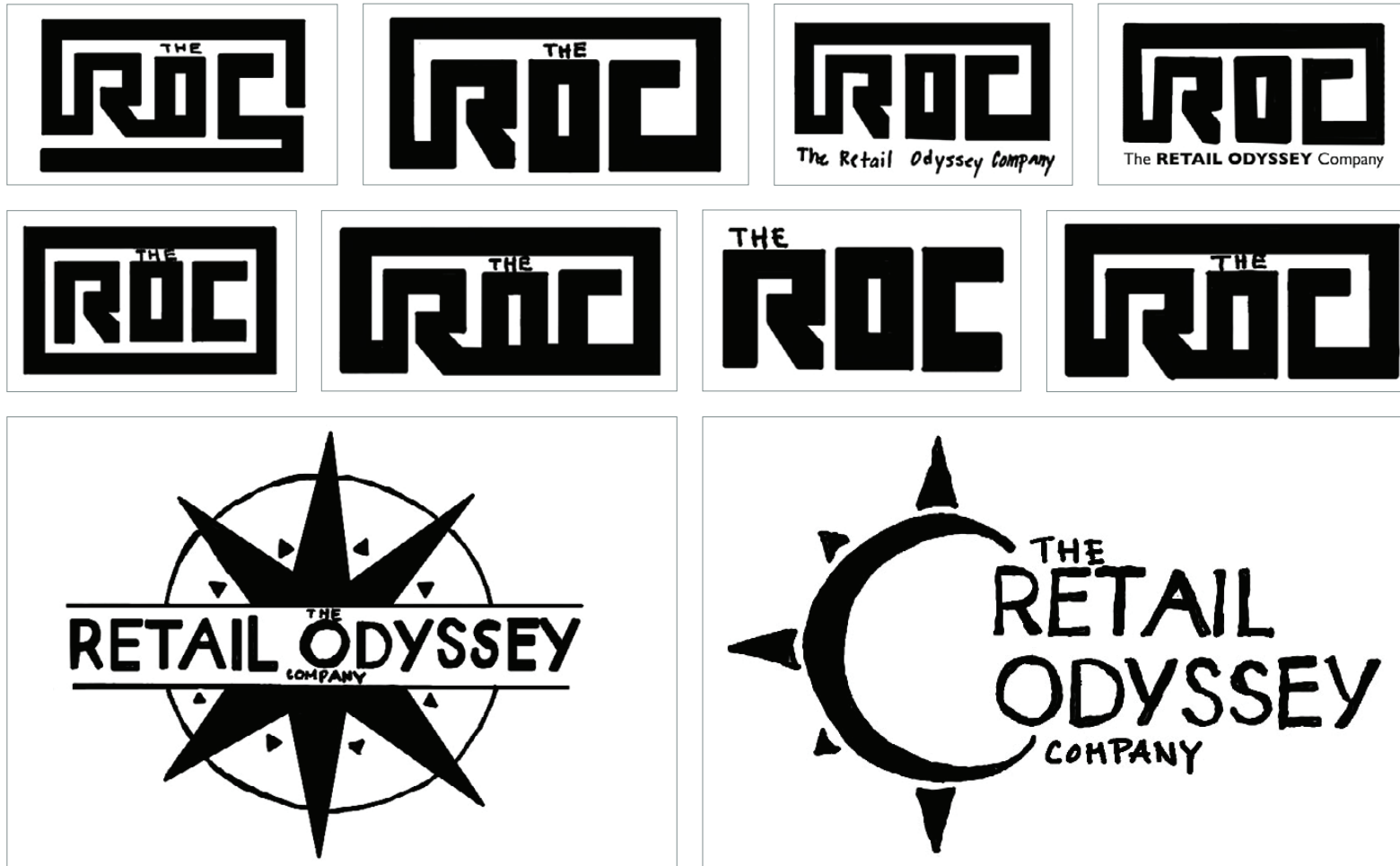
# RoughSketchesOne

Sketches completed by hand



# RoughSketchesOne

Sketches completed by hand



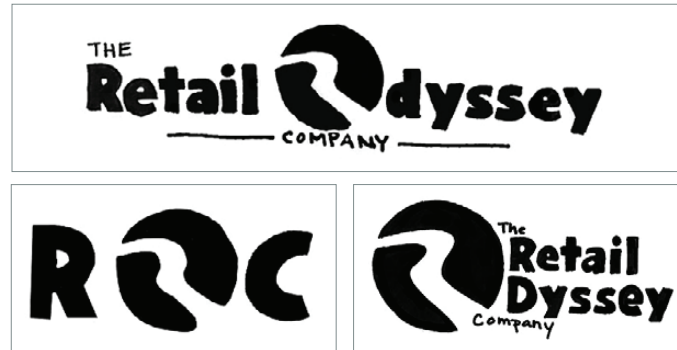
# FourDirections

These directions were taken to the leaders of the new subsidiary.

1



2



3



4



## Chosen Direction:

More concepting on:

- (1) **Compass** (concept 1),
- (2) **Path** (concept 2),
- (3) **Initials** (part of concept 2, 3, 4)
- (4) **Use of a Rock** (since the initials of Retail Odyssey Company is ROC).

# CompassConcepts

Direction One

## Chosen Concepts



## Other Concepts



# PathConcepts

Direction Two

## Chosen Concepts



# PathConcepts Continued

Direction Two

## Other Concepts





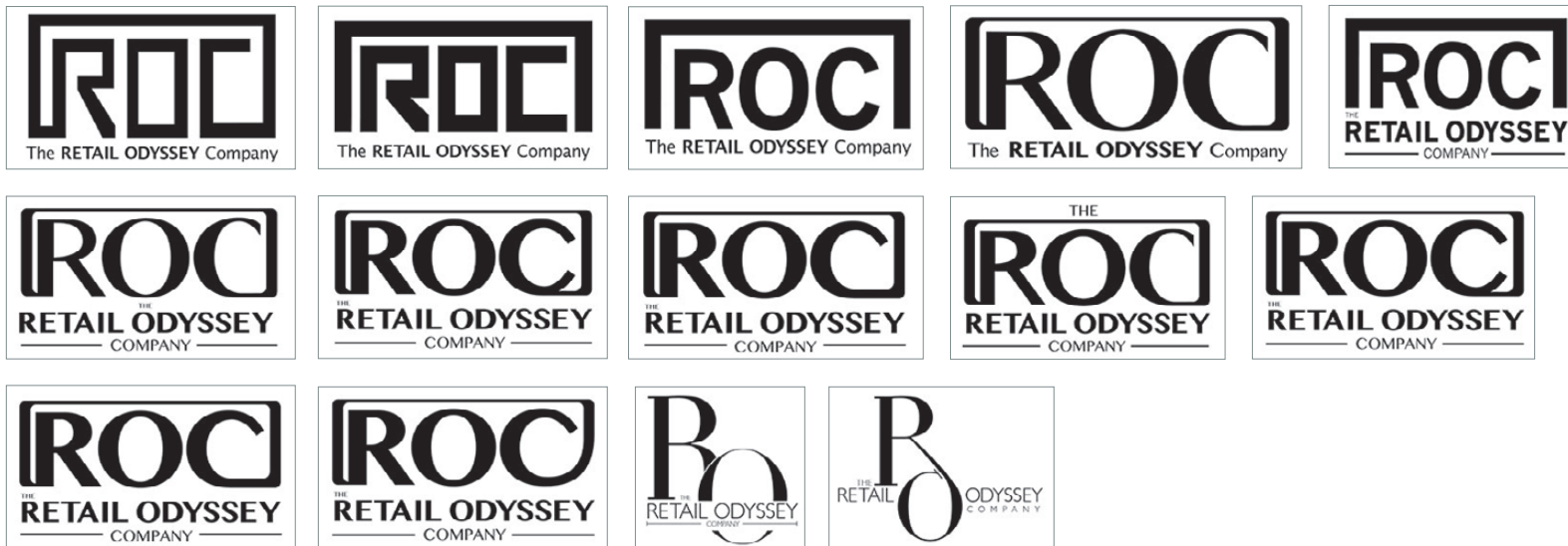
# InitialsConcepts

Direction Three

## Chosen Concepts



## Other Concepts



# Use of Rock Concepts

Direction Four

## Chosen Concepts

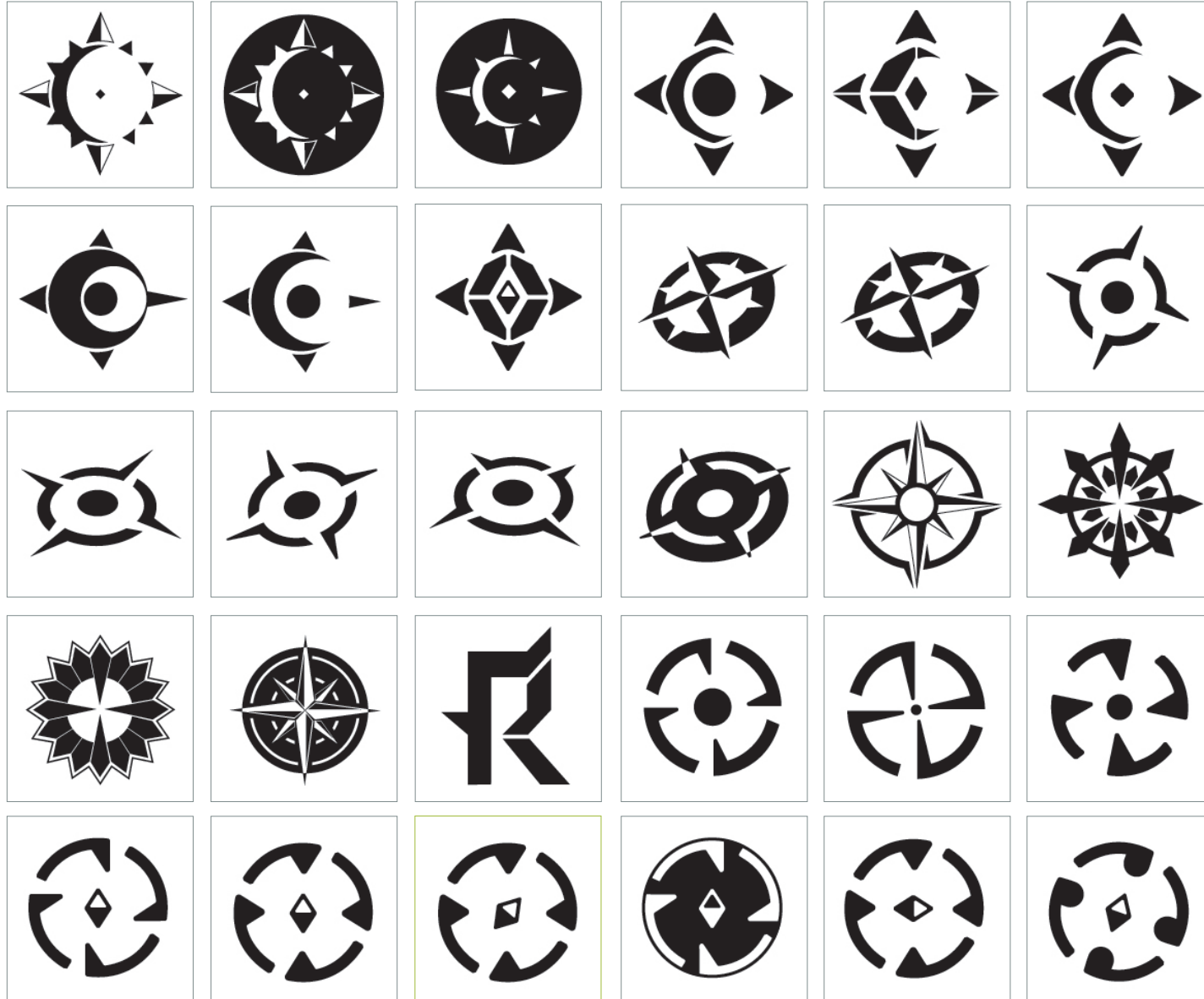


## Next Step

More concepting on **Compass Concept**

# MoreCompassConcepts - Icons

Compass Icon Concepts



Rough Concepts

Concept Directions

Compass Concepts

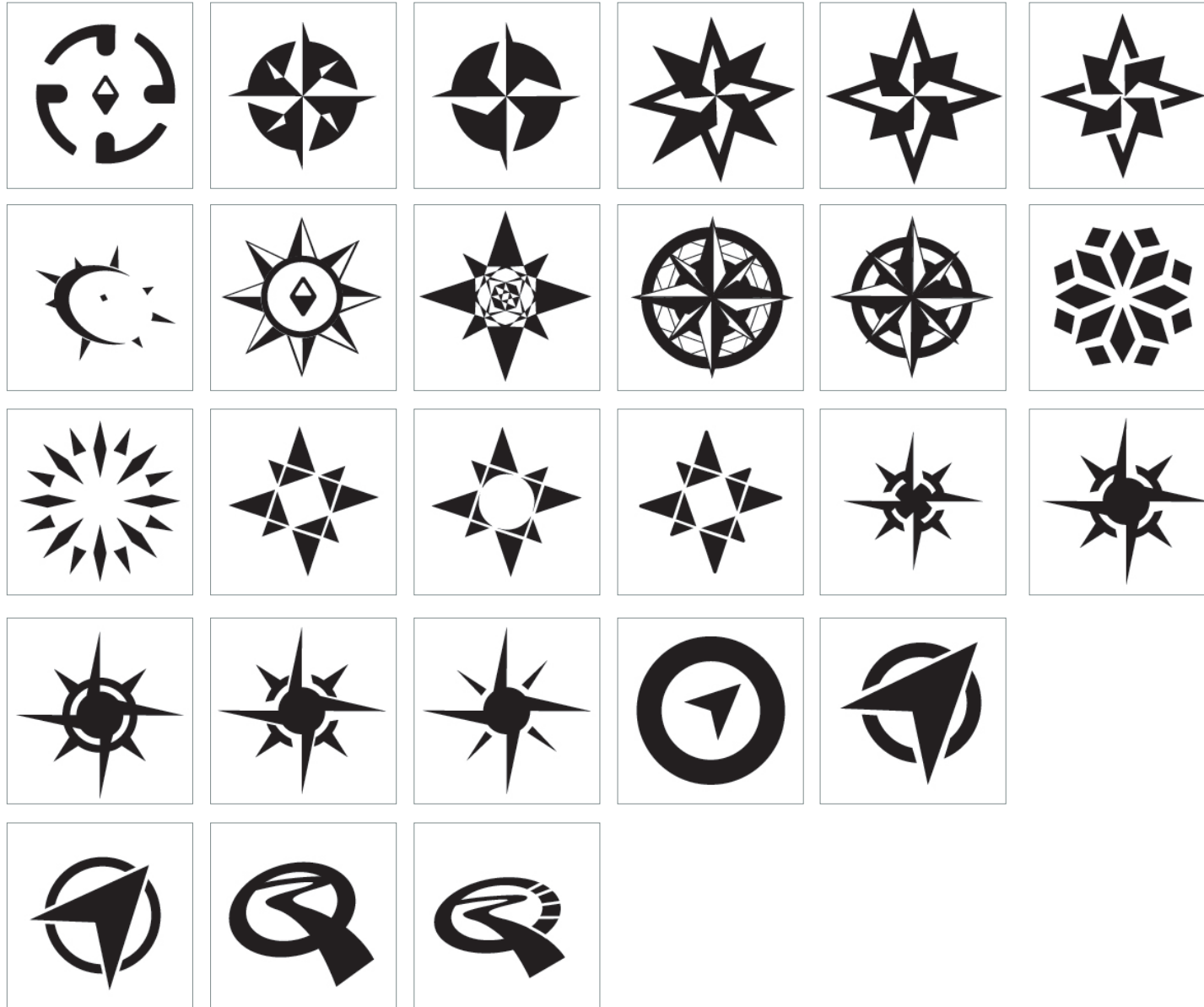
Color Studies

Detailed Studies

Final Logo

# More Compass Concepts - Icons Continued

Compass Icon Concepts



Rough Concepts

Concept Directions

Compass Concepts

Color Studies

Detailed Studies

Final Logo

# MoreCompassConcepts - Logos

Compass Logos Concepts



Rough Concepts

Concept Directions

Compass Concepts

Color Studies

Detailed Studies

Final Logo

# More Compass Concepts - Logos Continued

Compass Logos Concepts



Rough Concepts

Concept Directions

Compass Concepts

Color Studies

Detailed Studies

Final Logo

# MoreCompassConcepts - Logos Continued

Compass Logos Concepts



# MoreCompassConcepts - Logos Continued

Compass Logos Concepts



Rough Concepts

Concept Directions

Compass Concepts

Color Studies

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Final Logo



# MoreCompassConcepts - Logos Continued

Compass Logos Concepts



Rough Concepts

Concept Directions

Compass Concepts

Color Studies

Detailed Studies

Final Logo

# MoreCompassConcepts - Logos Continued

Compass Logos Concepts



Rough Concepts

Concept Directions

Compass Concepts

Color Studies

Detailed Studies

Final Logo

# MoreCompassConcepts - Logos Continued

Compass Logos Concepts

## Next Step

10 Selected Concepts to Work with Color



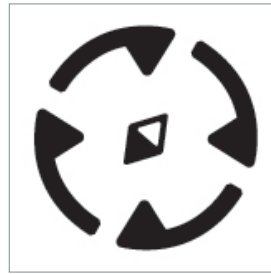
Journey



Scope



Navigate



Action



Steer



Brilliant



Star



Direction



Triangular



Geometric

# ColorStudies - Journey

Concept One

## Chosen Concepts



## Other Concepts



# ColorStudies - Scope

Concept Two

## Chosen Concepts



## Other Concepts



# ColorStudies - Navigate

Concept Three

## Chosen Concepts



## Other Concepts



# ColorStudies - Action

Concept Four

## Chosen Concepts



## Other Concepts



Rough Concepts

Concept Directions

Compass Concepts

Color Studies

Detailed Studies

Final Logo

# ColorStudies - Steer

Concept Five

## Chosen Concepts



## Other Concepts





# ColorStudies - Brilliant

Concept Six

## Chosen Concepts



## Other Concepts



# ColorStudies - Star

Concept Seven

## Chosen Concepts



## Other Concepts



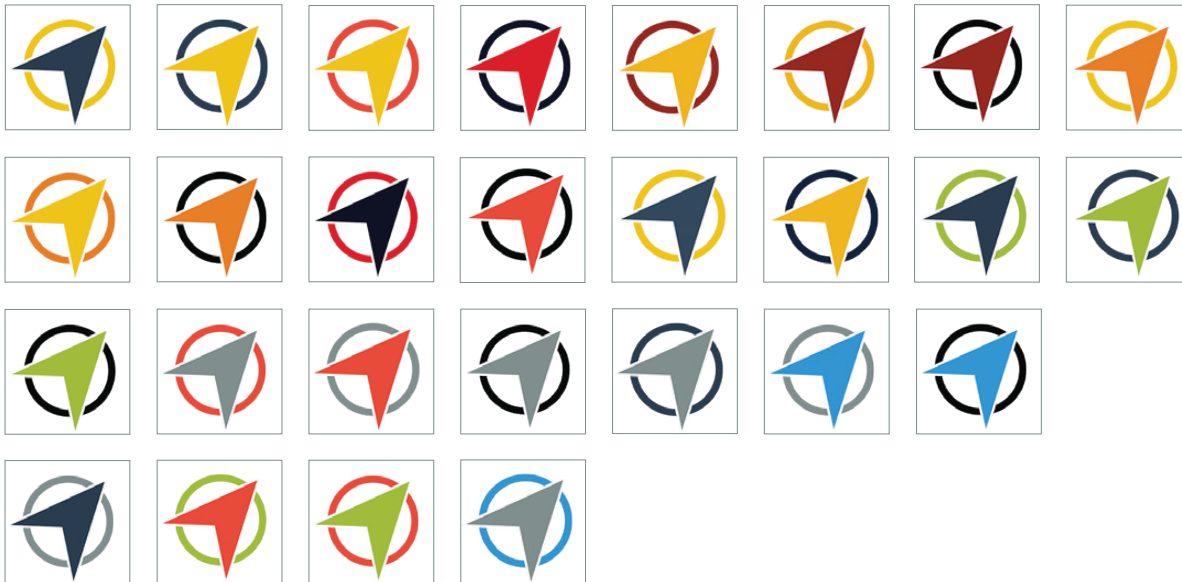
# ColorStudies - Direction

Concept Eight

## Chosen Concepts



## Other Concepts



# ColorStudies - Direction Continued

Concept Eight

## Other Concepts



Rough Concepts

Concept Directions

Compass Concepts

Color Studies

Detailed Studies

Final Logo

# ColorStudies - Triangular

Concept Seven - NO Final Concepts chosen

## Other Concepts



# ColorStudies - Geometric

Concept Ten - NO Final Concepts Chosen

## Other Concepts

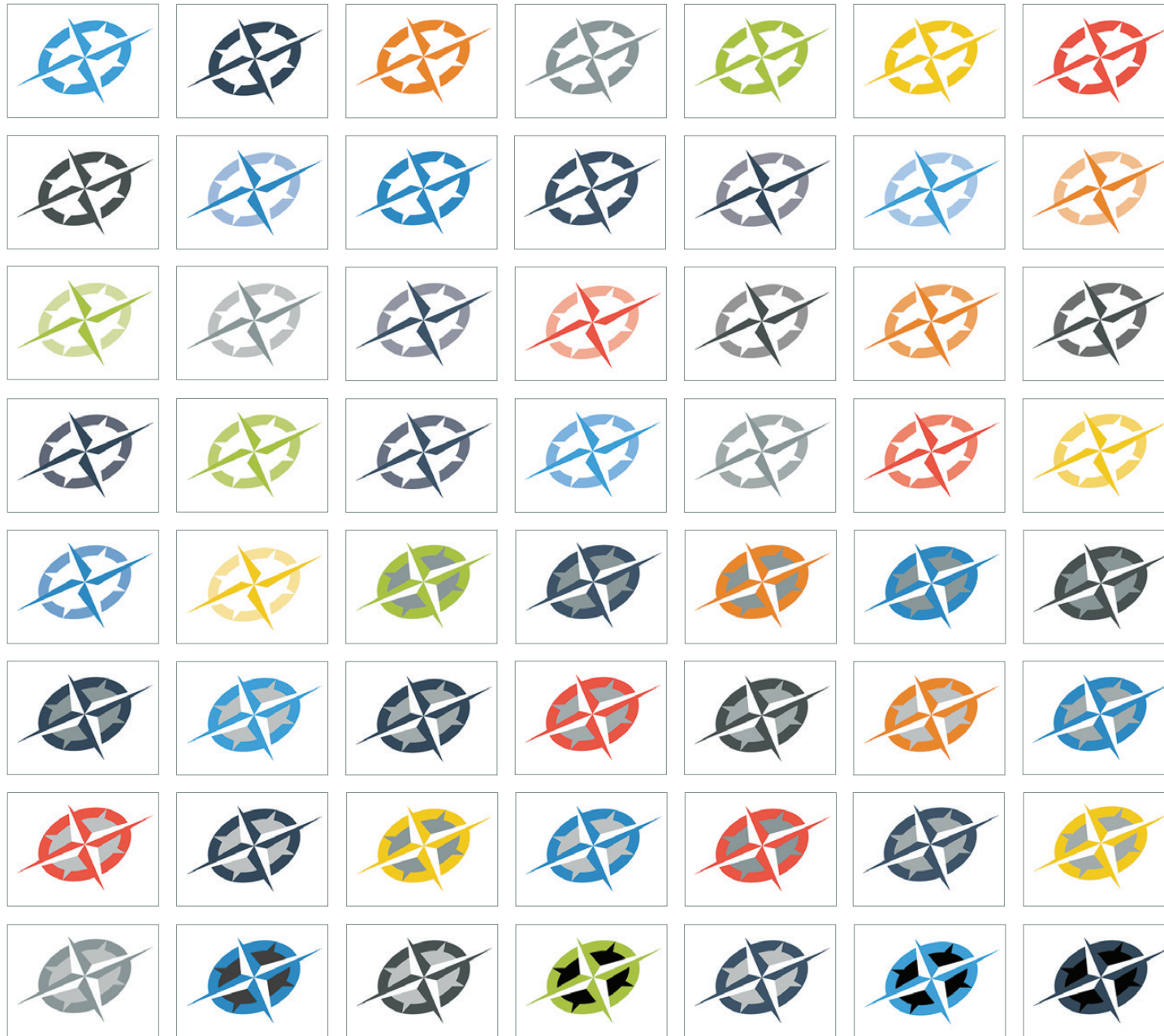


Chosen Concept Direction: **Navigate**

# DetailedStudies - Black & White Icons



# DetailedStudies - Color Icons



Rough Concepts

Concept Directions

Compass Concepts

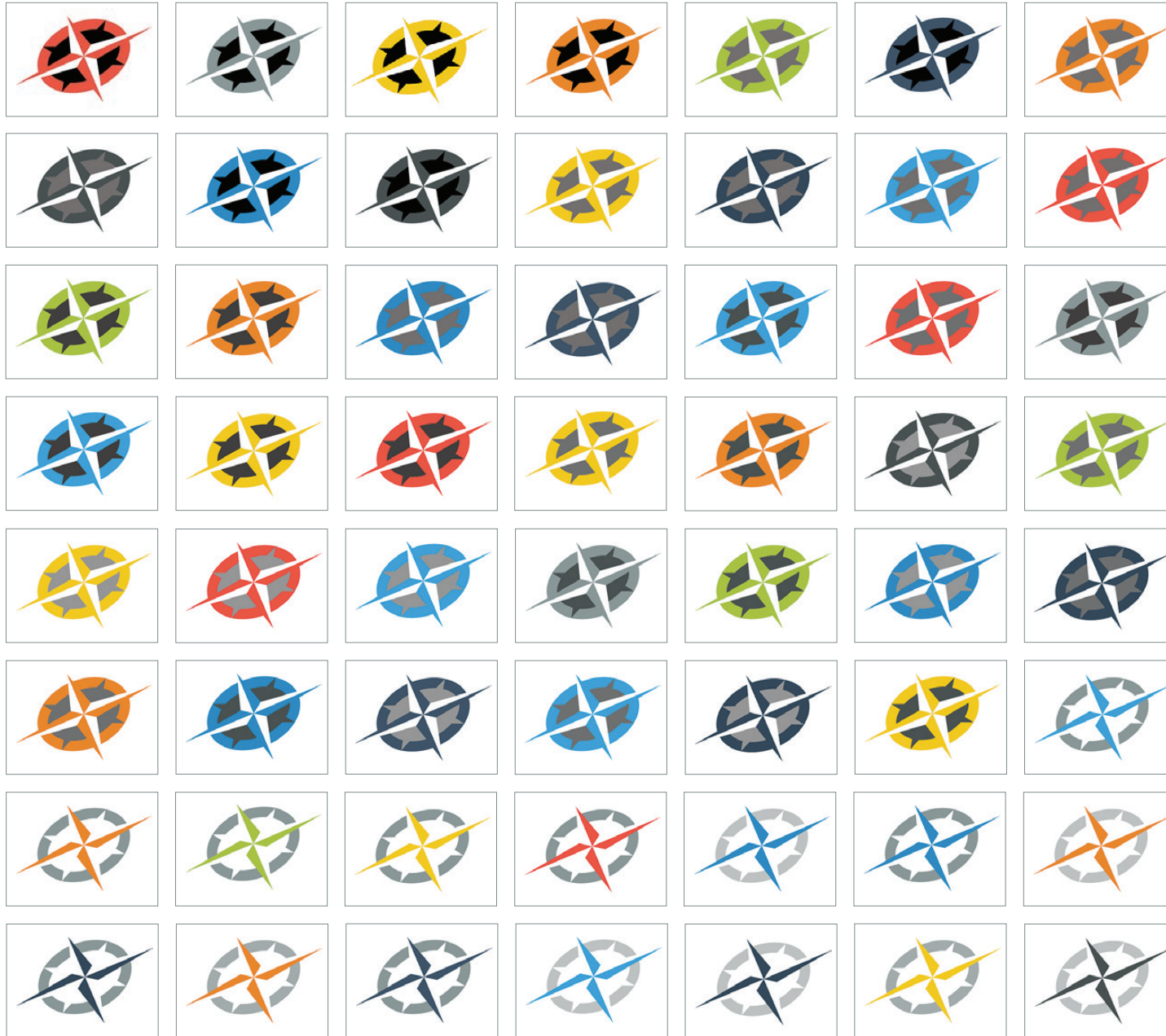
Color Studies

Detailed Studies

Final Logo



# Detailed Studies - Color Icons Continued



Rough Concepts

Concept Directions

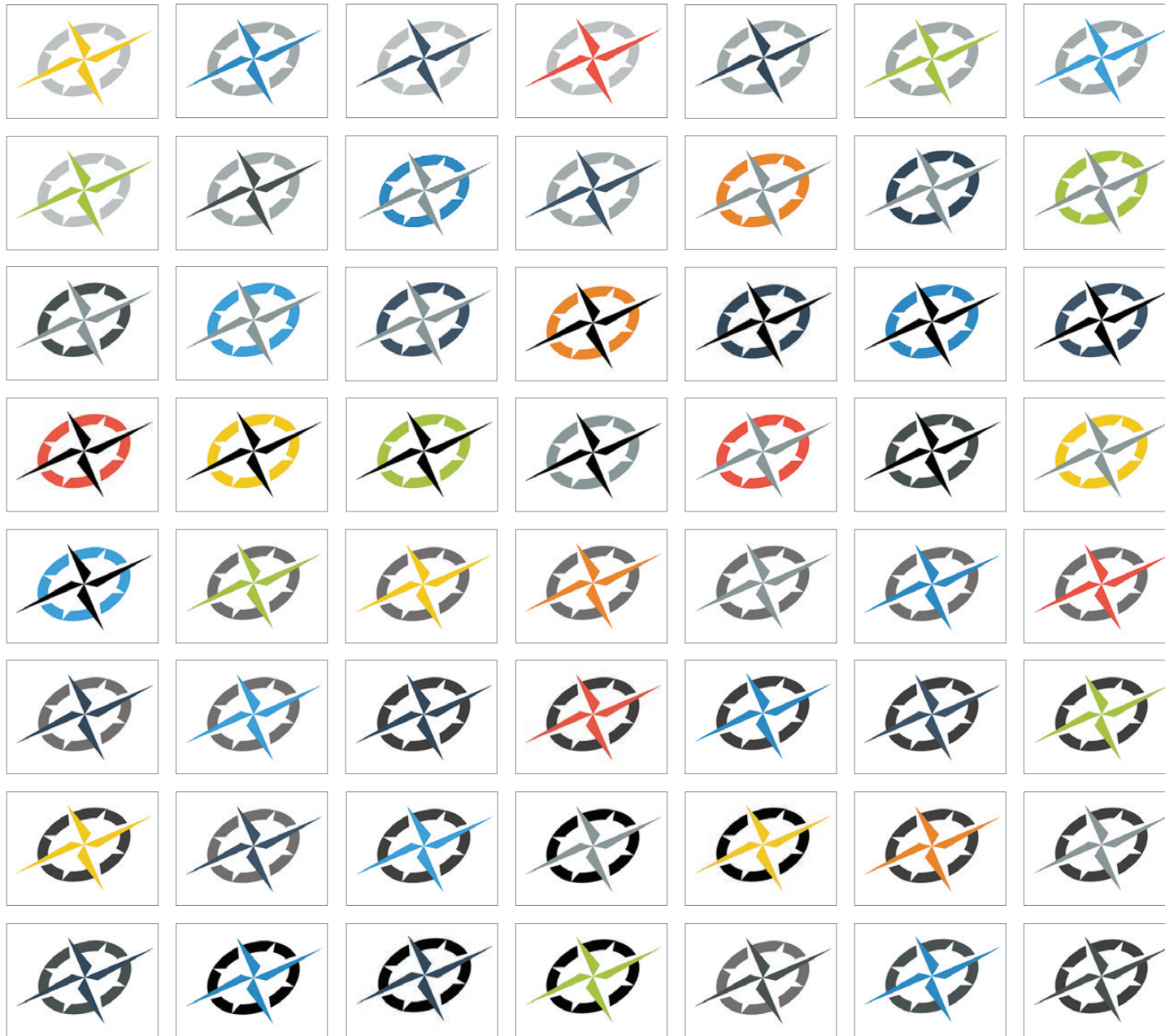
Compass Concepts

Color Studies

Detailed Studies

Final Logo

# DetailedStudies - Color Icons



Rough Concepts

Concept Directions

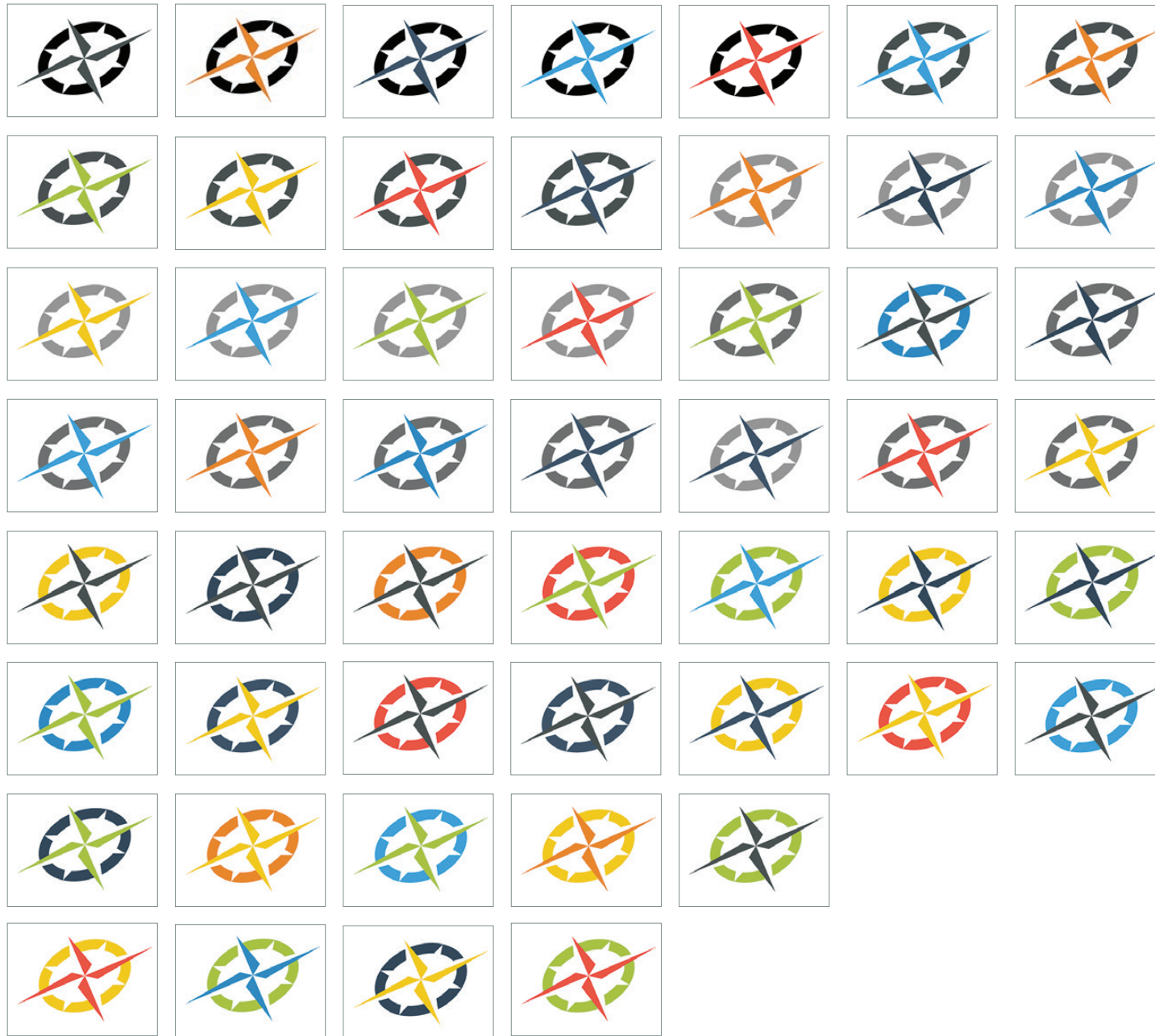
Compass Concepts

Color Studies

Detailed Studies

Final Logo

# Detailed Studies - Color Icons Continued



# Detailed Studies - Chosen Color Icons



Rough Concepts

Concept Directions

Compass Concepts

Color Studies

**Detailed Studies**

Final Logo

# Detailed Studies - Logos with Color



# Detailed Studies - Logos with Color Continued



Rough Concepts

Concept Directions

Compass Concepts

Color Studies

Detailed Studies

Final Logo

# Detailed Studies - Color Icons Continued



# Detailed Studies - Logos with Color Continued



Rough Concepts

Concept Directions

Compass Concepts

Color Studies

Detailed Studies

Final Logo



# Detailed Studies - Color Icons Continued



# Detailed Studies - Logos with Color Continued



# Detailed Studies - Color Icons Continued



# Detailed Studies - Logos with Color Continued



# Detailed Studies - Color Icons Continued



# Detailed Studies - Chosen Logo Variations

## Variation 1



## Variation 2



## Variation 3

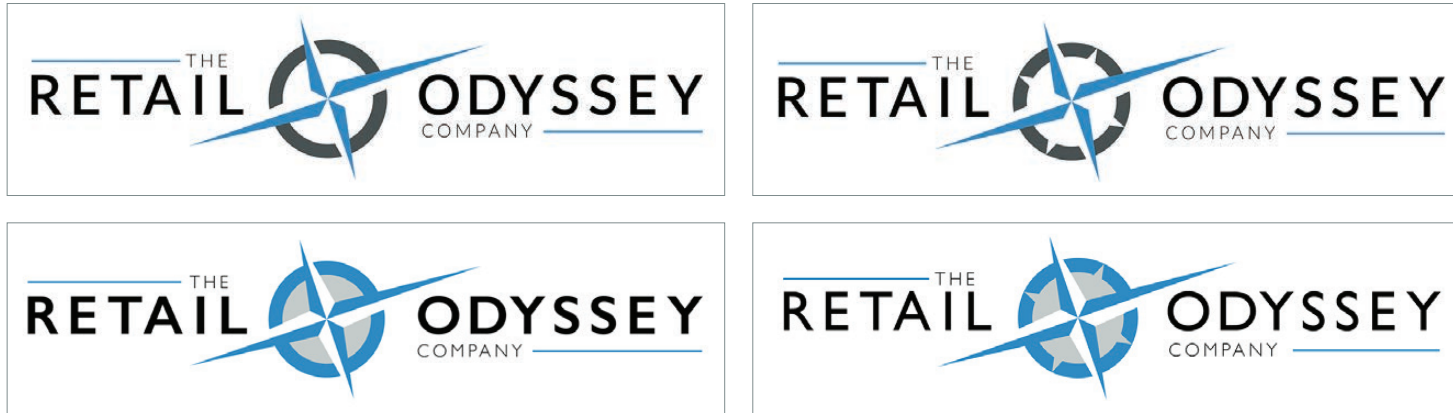


# Detailed Studies - Chosen Logo Variations Continued

## Variation 4



## Variation 5



## Variation 6



# Detailed Studies - Chosen Logo Variations Continued

## Variation 7



## Variation 8



**Chosen Variation:** Variation 1 Logo 3



# Detailed Studies - Choosing Final Logo Color

## Gray, Light Blue & Dark Blue



## Gray & Dark Blue



# Detailed Studies - Choosing Final Logo Color Continued

## Gray, Blue & Green



## Gray, Blue & Orange/Yellow



# FinalColor

Logo Variations



Square Logo



Horizontal Logo



Horizontal Logo (No Icon)



Long Logo

Rough Concepts

Concept Directions

Compass Concepts

Color Studies

Detailed Studies

Final Logo

# FinalColor

Color Variations



Full Logo



2 Color Logo



One Color Logo



White on Dark Background

Rough Concepts

Concept Directions

Compass Concepts

Color Studies

Detailed Studies

Final Logo