

Point Lonsdale & Queenscliff 03/2020 © ooi

Concept 1

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Point Lonsdale & Queenscliff Icon / The graphic form and typographic representations



- graphic form:
- environment
 - nostalgic
 - sentimental
 - militaristic
 - historic
 - reflective
 - elegant

- typographic representation
- informing
 - friendly
 - strong
 - clear
 - simple
 - robust



Logo variations

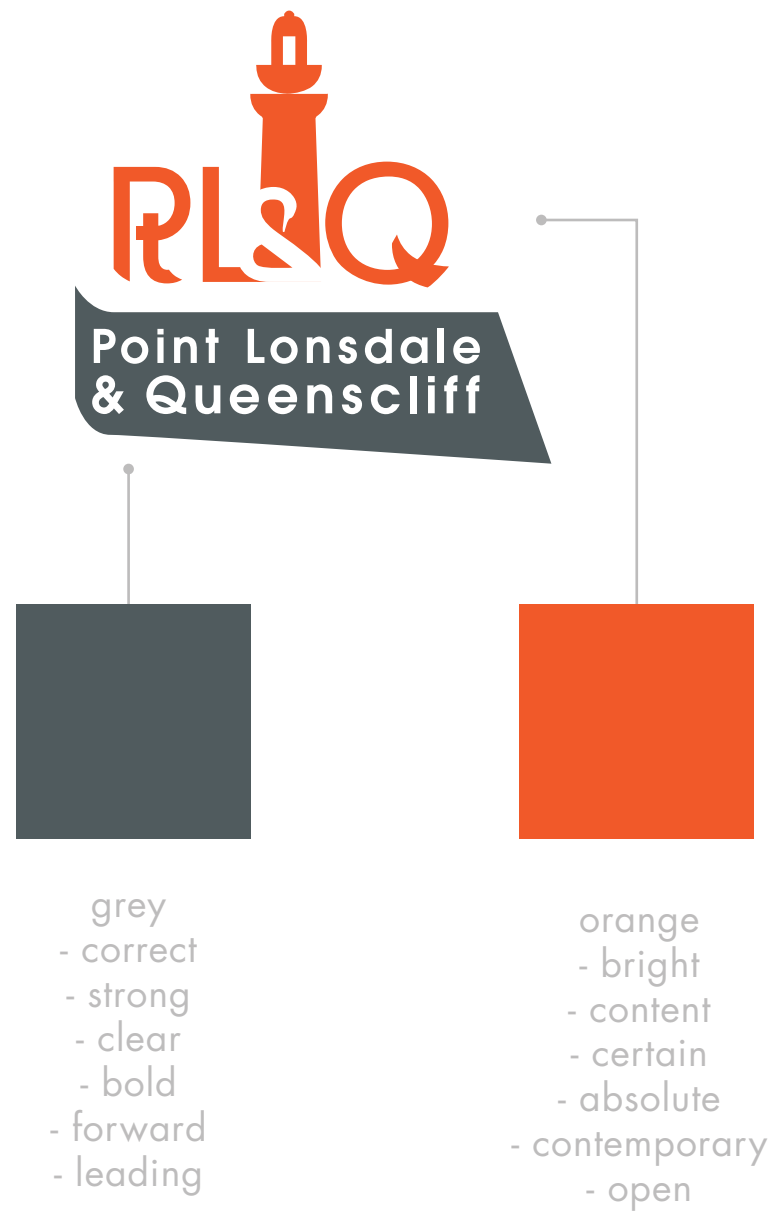


Concept 2 03/2020 © ooi



Point Lonsdale & Queenscliff Icon / The graphic form and typographic representation





Logo variations



Concept 3

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Point Lonsdale & Queenscliff Icon / The symbol and typographic representation



graphic form:

- abstract
- solid
- subtle
- suggestive
- attractive
- cutting edge
- intelligent
- defining

typographic
representation

- classic
- intelligent
- grand
- uplifting
- royal
- smart
- modern



- orange
- strong
- sharp
- vigilant
- energetic
- stable
- observant



- grey/green
- correct
- strong
- informing
- classy
- nostalgic
- heritage
- wise

Logo variations

