

Maverick Frogery - LOGO

Julia

gubbiesque

drawn on paper (Mav draws)

Thick inky font would be good

or maybe more pencil or pen-like

MAR Fo

I can't spell...

"M" LillyPad

Peanut butter jar

2 character silhouette

main character memorable feature

mesh in lily pad

peanut butter jar in leaf

lol no

playing around with lily pad size & font size/positioning

THINGS ASSOCIATED W/ THE PROTAGONISTS

M

- drawing/painting
- glasses
- peanut butter

F

- books
- plants/herbs
- butterfly

silhouette testing. what shapes would work in block colour

Their characters "highlights"

plank

Peanut butter

AVERICK FROGERY ANIMATION

AVERICK FROGERY ANIMATION

AVERICK FROGERY ANIMATION

AVERICK FROGERY ANIMATION

AVERICK FROGERY ANIMATION

here I am exploring more symbol-based logos, of course relating to the characters



MAVERICK FROGERY ANIMATION

MAVERICK FROGERY ANIMATION

MAVERICK FROGERY ANIMATION

MAVERICK FROGERY ANIMATION

MAVERICK FROGERY ANIMATION

MAVERICK FROGERY ANIMATION

MAVERICK FROGERY ANIMATION

MAVERICK FROGERY ANIMATION

MAVERICK FROGERY ANIMATION

MAVERICK FROGERY ANIMATION

MAVERICK FROGERY ANIMATION

MAVERICK FROGERY ANIMATION

MAVERICK FROGERY ANIMATION

lowercase

maverick frogery animation

uppercase

MAVERICK FROGERY ANIMATION

inky, blotchy, thick font for logo text. I believe it will match with the character's ~~feeling~~ feel (organic, playful,

MAVERICK FROGERY ANIMATION

MAVERICK FROGERY ANIMATION

← negative space in lily pad of main characters

maverick frogery ANIMATION