

vitamin

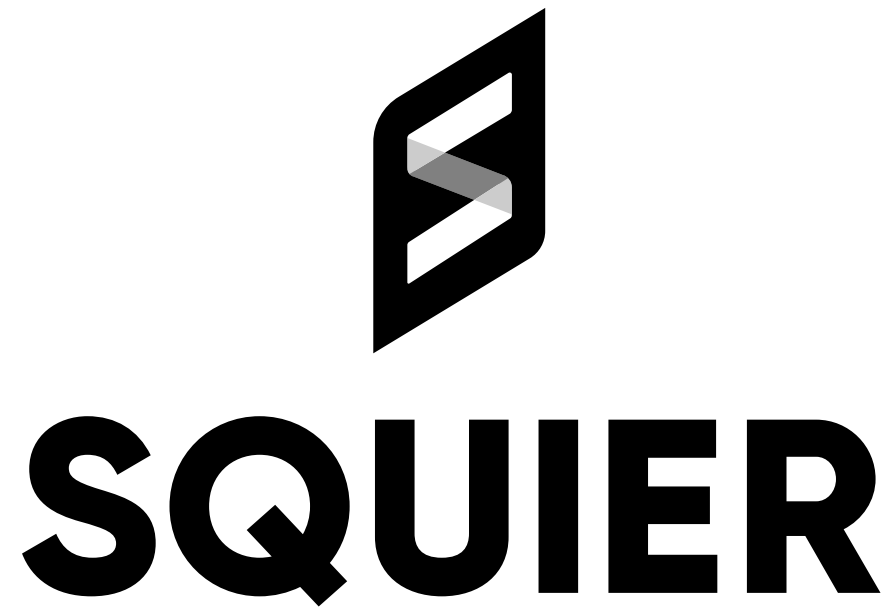
SQUIER LOGO CONCEPTS

These logo designs are sleek and smart, meant to convey the modern polish and sophistication of many of the brands you represent coupled with a personable, relationship-focus that is indicative of the long-standing relationships you've cultivated through the years.

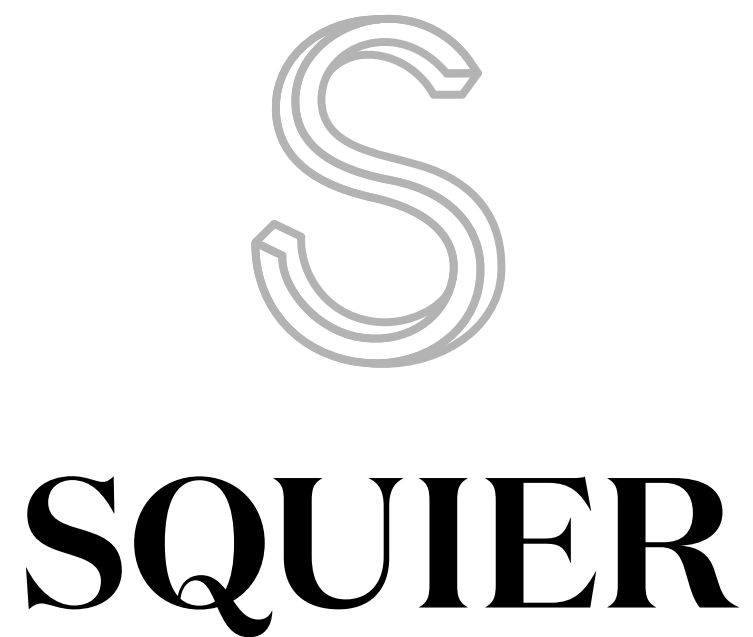


SQUIER

A stable, solid type-face connotes strength and reliability. Custom embellishments on the curve of the “Q” add a warm, human element to reflect the relationship aspect of your business. The mark of a flame is, of course, a reference to cooking, stoves, candles for fine dining, etc but is also a representation of passion, spark, etc.



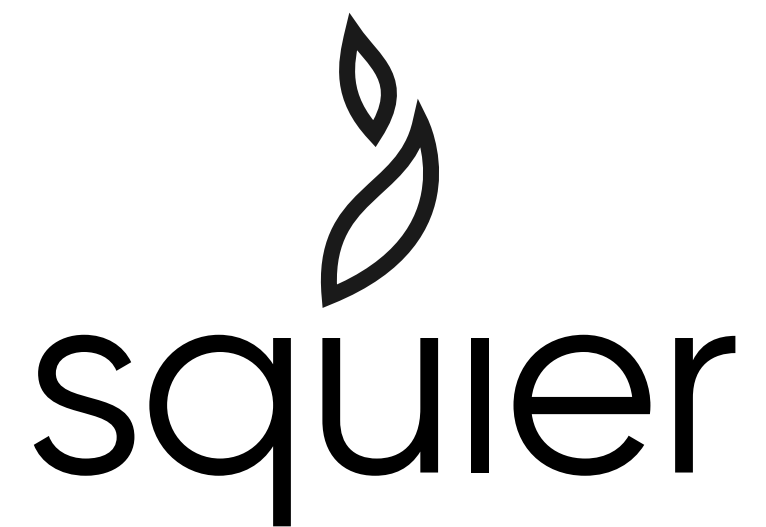
This custom illustrated logo mark is an “S” representative of Squier but also a symbol that can be interpreted as a lightening bolt, a flame, or perhaps the blade of a fine chef’s knife. It is also a bit reminiscent of an abstract grill. The all-caps type treatment is streamlined and conveys speed and efficiency.



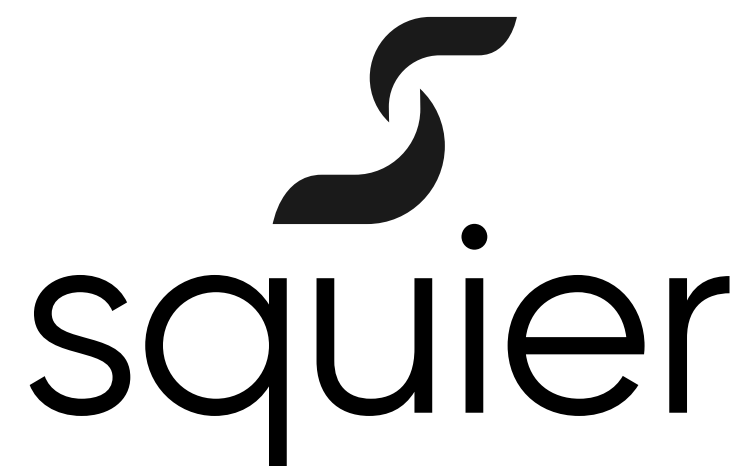
In this option the serif font treatment coupled with an elegant, illustrative monogram logo mark evokes a supremely high-end hotel or restaurant where Squier may consult. There is an elegance and refinement that should resonate with both hospitality and commercial kitchen designers. This speaks to quality and meticulous attention to detail.



This logo mark is an abstraction of the “S” and “R” in the name “Squier”. The negative space between the letters forms a very unique shape that is a reference to a stove top or the portions segmented on a dinner plate. It can also represent food, leaves, water, movement, etc.



This very sleek, modern font immediately conveys sophistication, supreme quality and attention to detail. The lowercase, lightweight treatment creates an open, airy, social, relationship feel while the stylized illustration of a flame conveys excitement, passion and warmth. There is a sleek polish coupled with a consultative human element.



Using a very similar type treatment to Option 5, in this version the logo is a stylized “S” that is a more abstract reference to movement, steam, heat, and can even be read as a reference to “service” like the arm of a waiter holding a tray. The curvy mark is somewhat reminiscent of some retro 50’s logos in manufacturer’s equipment such as Hobart.

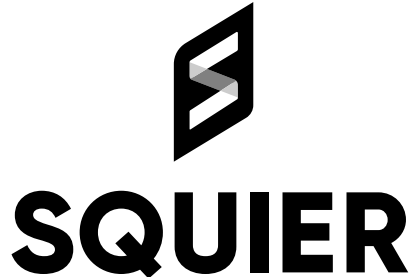


The arrow is a direct reference to being on target, on point, getting it right the first time. Precision, aim, accuracy. This is a more literal reference to a Knight's squire and the duty to service and support the Knight. Maintaining the Knight's equipment, etc. The squire is a trusted ally that is critical in getting the job done right with skill and trust.

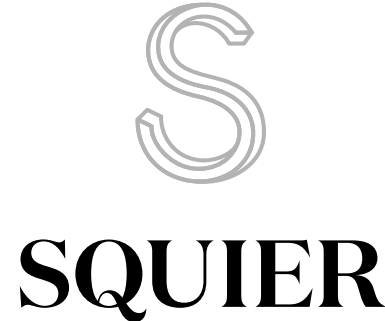
1



2



3



4



5



6



7



Colors to be considered
in the next phase.