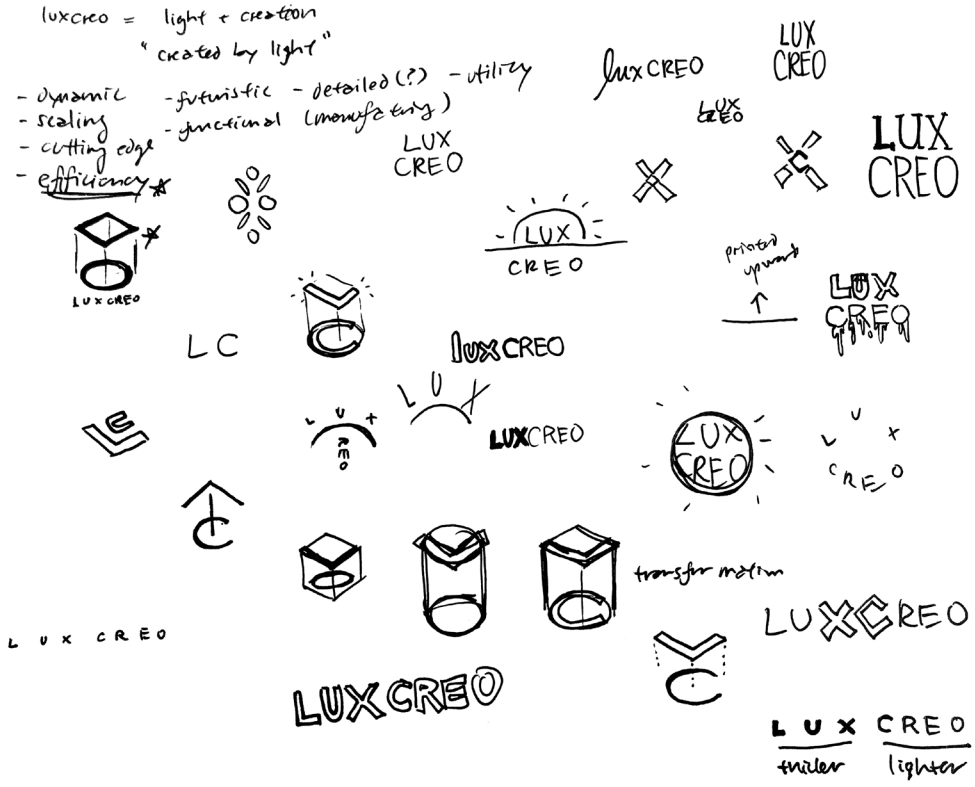
PHASE 1 - BRAINSTORMING

luxcreo = light + creation
"created by light"

- dynamic
- scaling
- cutting edge
- efficiency

- futuristic
- functional (manufacturing)
- detailed (?)
- utility



PHASE 2 - VECTORIZING

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PHASE 3 - DETAILS + TYPOGRAPHY

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LUXCREO LuxCreo

luxcreo LUXCREO

luxcreo LUXCREO

luxcreo LUXCREO

luxcreo LUXCREO

PHASE 4 - PICKING YOUR FINAL CONCEPT - FLEXIBILITY WINS

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LUXCREO

luxcreo

LUXCREO

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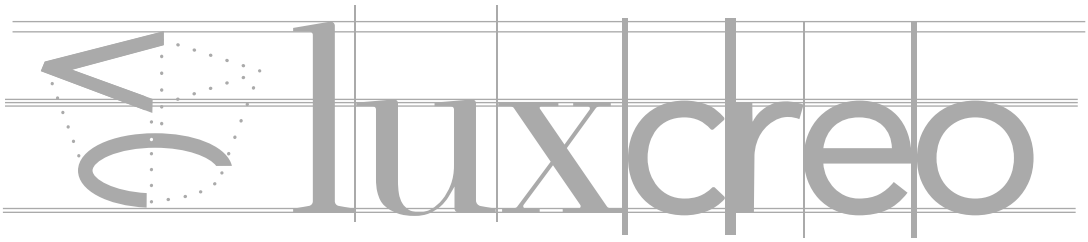
BONUS - GRIDS



PHASE 5 - CLIENT PRESENTATION

HORIZONTAL PRESENTATION

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VERTICAL PRESENTATION

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SQUARE PRESENTATION

PHASE 6 - COLOR EXPLORATION

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FLAT LOGO

Notice I am not using any effects like drop shadows, glossy effects or bevels. This should still remain a flat logo. We will explore details in the next phase as EVERY logo needs to have a clean flat version to work with.

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PHASE 7 - CLIENT COLOR PRESENTATION

Navy Blue

Hex #262262

R: 38 C: 100
G: 34 M: 100
B: 98 Y: 30
K: 21

Cyan Printer

Hex #262262

R: 38 C: 100
G: 34 M: 100
B: 98 Y: 30
K: 21

Traffic Cone

Hex #FF7427

R: 225 C: 0
G: 116 M: 68
B: 39 Y: 93
K: 0

Magenta Printer

Hex #FF7427

R: 225 C: 0
G: 116 M: 68
B: 39 Y: 93
K: 0

Orange Zest

Hex #F7941D

R: 102 C: 75
G: 45 M: 98
B: 145 Y: 0
K: 0

Gradient Options

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PHASE 8 - ADDED EFFECTS & REFINEMENT

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