

BRAND EXPLORATION





BRIEF
EXPLORING AN UPDATE OF THE LOGO AND MOVING TOWARDS:

Elegant
Luxurious
Clean
Crisp
Heritage
Less craft





An elegant development of the existing logo. By keeping the classic font, Butler, but changing it to capitals we get a **sleaker** look and **cleaner** lines.

By exchanging the existing symbol with an illustration of a 'House by a stream', the logo highlights its heritage at the same time as explaining the meaning of Tŷ Nant.





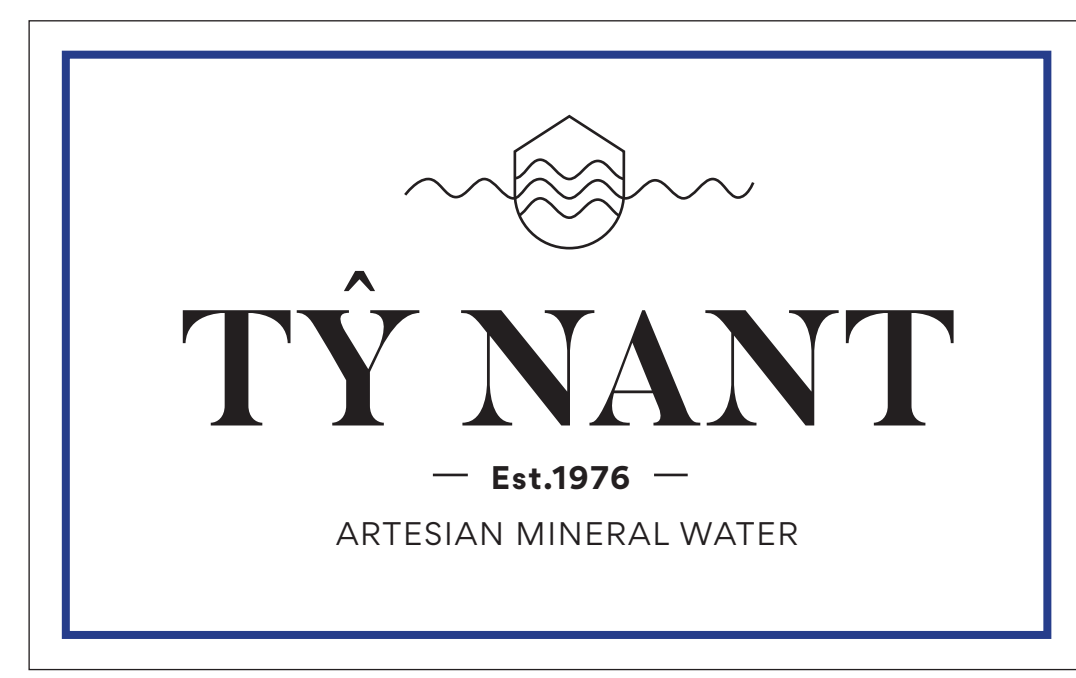


TÝ NANT

— Est.1976 —
ARTESIAN MINERAL WATER

By exchanging the existing symbol with a pictogram of a 'House by a stream' in a shield, the logo gets a more modern feel.
The Estd. details enhances the **heritage and history** of the brand.







This logo gives Tŷ Nant a **crisp** and **elegant** look.

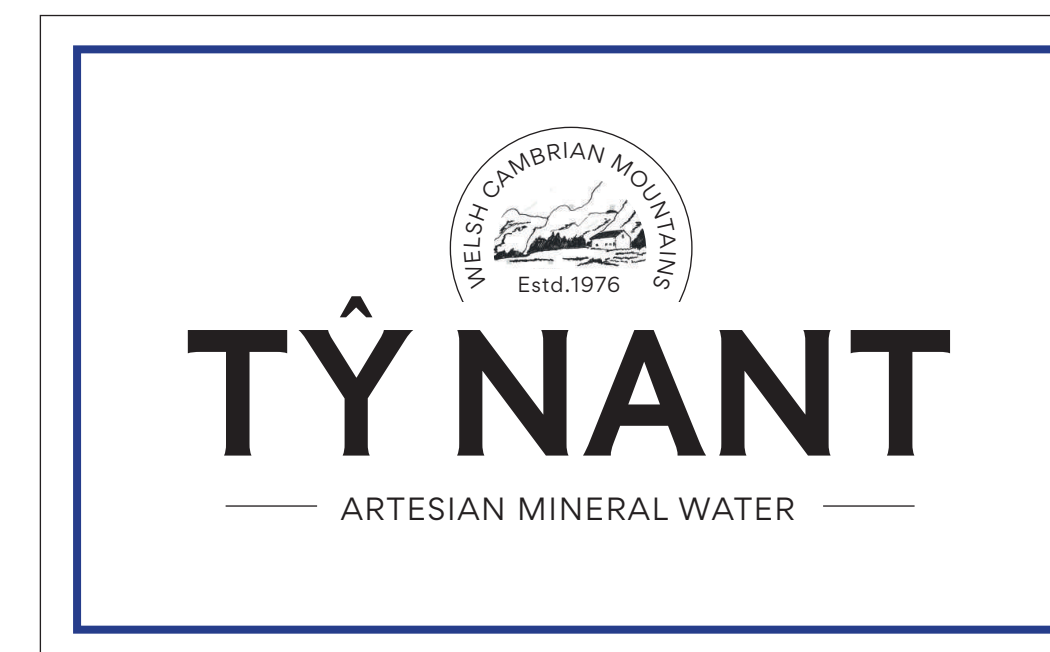
The linear font, **Possible Medium**, is well balanced, giving a **clean** look without being stark. It has some classic elements with a hint of an antiqua (slight bend to the endings of the letters), this gives the brand history but keeps it up to date.

A typeface mirroring the Chapel Down logo has been used, the capitals give the logo an aligned flow.

Adding the house by the stream (illustration to be drawn especially if going with this option), the Estd. and origine details enhance the heritage and history of the brand.



TÛ NANT
— ARTESIAN MINERAL WATER —



CARBONATED
Estd. 1976
Welsh Cambrian Mountains

TŶ NANT

ARTESIAN MINERAL WATER

CONTAINS 750ml

This logo combines a traditional typographic label/logo layout. It gives a clean, elegant look but still communicating heritage.

Here are also examples of applying the logo on other shaped labels than the oval.



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Estd.1976
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