

case study:



the problem

JMP Start was looking to brand their new development company in a way that was not only professional but represented high class. They attempted the logo themselves, but felt like they needed another designer's eye to really brand it.

the solution

We also felt like this logo needed to be SIMPLE. We experimented with kangaroos, buildings, rectangles, and “jumping” shapes. However, none of these really clicked for both sides. We went back to the basics with a **simple circle**. We picked out a color that represented calm, luxury, and differentiation. Soon enough, JMP Start had a logo that was then placed on all marketing collateral for the company.

the collateral

BRANDING GUIDE



BRAND COLORS

 #C98235

 #000000

 #45464b

ALTERNATIVE LOOKS

