

BRANDING PROPOSAL

PRESENTED TO HEATHROW COUNTRY CLUB

CLEETON  GUMBS

LOGOTYPE CONCEPTS

AQUA
BAR & GRILL

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AQUA
BAR & GRILL
EST. 1985

RECOMMENDED LOGO CONCEPT 1

RECOMMENDED LOGOTYPE CONCEPTS 2

AQUA
BAR & GRILL

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AQUA
BAR & GRILL

PRIMARY COLOR PALETTE



Light blue
Pantone 298c
C65 M10 Y1 K0
R61 G181 B230



Lime Green
Pantone 360c
C61 M0 Y95 K0
R107 G192 B75



Dark Blue
Pantone 7468c
C98 M45 Y26 K3
R0 G114 B153





AQUA
BAR & GRILL
EST. 1985

RECOMMENDED LOGO CONCEPT 2

RECOMMENDED LOGOTYPE CONCEPTS 2

AQUA
BAR & GRILL

AQUA
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AQUA
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G

PRIMARY COLOR PALETTE



Light blue
Pantone 298c
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