Hernando County Logistics

Brand Concepts

Logo 1 Monotone

HERNANDO
COUNTY LOGISTICS

HERNANDO
COUNTY LOGISTICS

Logo 1 Colour Option

HERNANDO
COUNTY LOGISTICS

Rationale: Stylised tree shape with water reflection (lots of marshland, water local to area) heading the bold logotype with supporting strap line

Logo 2 Monotone

HERNANDO
COUNTY LOGISTICS

HERNANDO
COUNTY LOGISTICS

Logo 2 Colour Option

HERNANDO
COUNTY LOGISTICS

Rationale: More natural tree shape contrasted with earthy logo type font style

Logo 3 Monotone

HERNANDO
COUNTY LOGISTICS

HERNANDO
COUNTY LOGISTICS

Logo 3 Colour Option

HERNANDO
COUNTY LOGISTICS

Rationale: Thinner, lighter graphics and type style, more contemporary visual

Logo 4 Monotone

HERNANDO

COUNTY LOGISTICS

HERNANDO

COUNTY LOGISTICS

Logo 4 Colour Option

HERNANDO

COUNTY LOGISTICS

Rationale: Traditional style, framed logo version with stylised treeline image

Logo 5 Monotone

HERNANDO
COUNTY LOGISTICS

HERNANDO
COUNTY LOGISTICS

Logo 5 Colour Option

HERNANDO
COUNTY LOGISTICS

Rationale: Focussing on forest folliage, more earthy, robust and bold visual where tree lined forest silhouette frames the name and strapline

Logo 6 Monotone

HERNANDO
COUNTY LOGISTICS

HERNANDO
COUNTY LOGISTICS

Logo 6 Colour Option

HERNANDO

COUNTY LOGISTICS

Rationale: Variation of Logo version 4 Traditional style, framed logo version without tree iconification

Logo 7 Monotone

HERNANDO
COUNTY LOGISTICS

HERNANDO
COUNTY LOGISTICS

Logo 7 Colour Option

HERNANDO

COUNTY LOGISTICS

Rationale: Modern take on name and logo style. Logistics symbolised by movement and direction with the use of the iconised arrow

Logo 8 Monotone

HERNANDO

COUNTY LOGISTICS

HERNANDO

COUNTY LOGISTICS

Logo 8 Colour Option

HERNANDO

COUNTY LOGISTICS

Rationale: Modern take on name and logo style. Logistics symbolised by road markings to form the letter “H” from the Hernando brand name