

Preference Matchmaking Brand Identity Presentation



Design A

Color variations pages 2-4

A lighthearted, handwritten cursive brings casual elegance to the table, with a shine element adding a bit of glamour to the logo and iconography. The graphic is a play on the traditional male and female symbols, a heart replacing the usual circle to signify a unity of love for all genders by all genders.



Design B

Color variations pages 5-7

A paint effect is given to the hand-drawn hearts, the lines for which flow in an integrated fashion into the rest of the logo for a cohesive look. The arching of the graphic into the text gives the viewer a feeling of closeness and connectiveness, which is the ultimate goal of Preference's services. A handwritten cursive keeps with the fun vibe of the icon.



Design C

Color variations pages 8-10

A classy and classic wedding-font "P" stands as a bold precursor to the rest of the logo, the swirls in the lettering a lovely and remarkable contrast to the warm, rounded typeface used for the rest of the wording. A watercolor heart is built into the signature lettering, the intentionally slightly uneven strokes lending a bit of texture to the simplicity of the text.