

**Cerrone**

Logo concept presentation

V1

11/22/16



## Cerrone Photography

Existing Concept

This is the preexisting Charles S Cerrone Photography logo. Although suitable for its time, it feels unimpressive and very much reflects a single-man operation. The typeface used evokes a 1920s, filmic, Golden Age of Hollywood feeling.

CHARLES SCERRONE

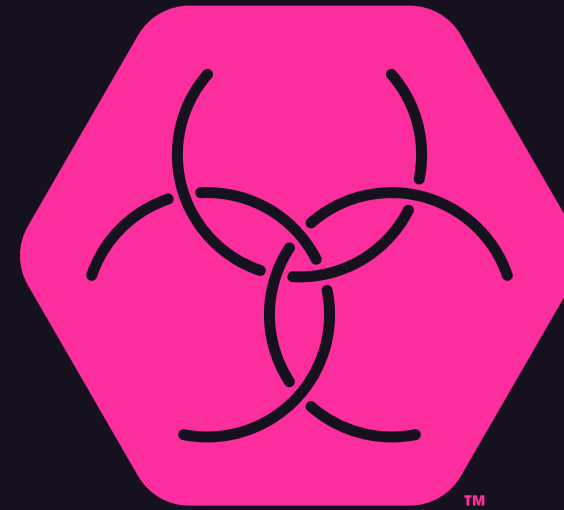
PHOTOGRAPHY

CHARLES SCERRONE  
PHOTOGRAPHY

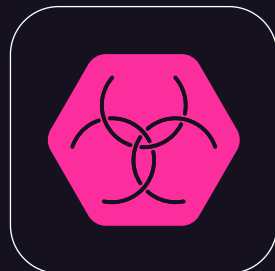
## Cerrone

### Logo Concept A

Positioning Cerrone Productions as the parent company of several smaller ventures, this concept represents the unity of the different branches of the endeavour. The interlocking Cs call to mind the interconnectedness of these parts, and also represent the collaboration between Cerrone and its clients. The color scheme is intentionally modern and slightly feminine, offsetting the strong graphical elements. The design is corporate in its approach, projecting a serious confidence and professionalism.



# Cerrone Productions



## Cerrone

### Logo Concept B

An alternate of the previous design, this concept loses the feminine color scheme in favor of a more masculine approach. The hexagonal shape behind the icon is no longer present, preserving the delicate nature of the triple-C icon. The typeface also reflects the more refined nature of this icon.



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### Logo Concept C

Building on the legendary Bodoni typeface, this concept is both elegant and hard-working. This 18th Century typeface is a timeless Italian icon, fully customized here with stencillike cut-outs. This concept feels like it belongs to a sophisticated creative agency that isn't afraid to get some real work done. The warm red color scheme is a nod to bold Italian design, unifying the brand and emphasizing the European flair of the name. Both color and monochrome options are shown.



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## Cerrone

Logo Concept D

A mid-century twist on the previous concept, this design is more playful and recognizable than its more serious counterpart. The color palette is a nod to the preexisting Charles S Cerrone Photography branding, albeit in softened tones. Both dark and light options are shown.



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## Cerrone

Logo Concept E

Elegant, precise, expensive, confident and cutting edge. That's what this minimalistic typeface choice portrays. While it may dissuade smaller (and cheaper) clients with its serious looks, this typeface choice represents a best-of-the-best, high fashion approach.

CERRONE

CERRONE

CERRONE

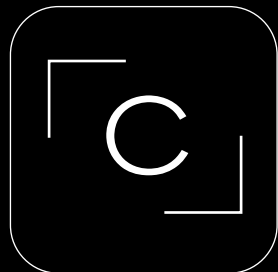
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Logo Concept F

A more photographic alternate of the previous stark design, the viewfinder corners represent a minimalistic nod to Cerrone's bread and butter: photography.

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「CERRONE」





## Cerrone

### Logo Concept G

Absolutely bold, vibrant, and strong, this concept will absolutely set yourself apart from the competition. Although corporate, the color choice and technical typeface of this concept bring an air of freshness. The stylized CP icon does double duty as a minimalistic leaf design - representing the origin of the Cerrone surname: the Quercus Cerris (European Turkey Oak) tree. Although not obvious, this is a quirky nod to the brand's history. These ultra-thick shapes also form the suggestion of a pair of eyes - meant to literally view the work of Cerrone Photo.



## Cerrone

Logo Concept H

A type-forward design, this design is all concept with very little visual flair. With emphasis on the final three letters of the Cerrone name, this bold approach is meant to represent the 'One Stop Shop' approach of Cerrone Productions.

Cerrone is not just one guy with a camera, but a company with several branches, photographers, Colorspace Labs, Get Hype, et cetera - all in one. Paired with a simple tagline, (i.e. "Cerrone is the One," or something along those lines), this would be a memorable and unique direction for Cerrone. This concept is meant to give a largeness to the brand.

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**ONE**

## Cerrone

### Logo Concept I

An entirely different approach on the Cerrone surname's origin, the Quercus Cerris leaf is a delicate design element in this bespoke logo concept. This positions Cerrone as a thoughtful brand, sensitive to the client's needs - a hip boutique photography company, not a huge faceless corporation.

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## Cerrone

Logo Concept J

Stripping away the leaf motif for pure simplicity - the usage of the fine lines of this typeface evoke the same 1920's, filmic, Golden Age of Hollywood atmosphere of Cerrone's existing brand, but in a more refined way.

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