



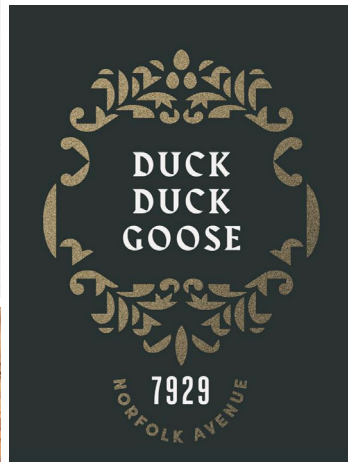
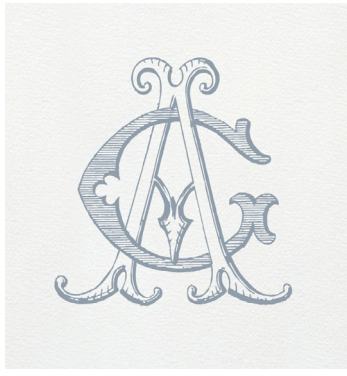
# DEW BIRD

LOGO PRESENTATION | 10.24.22

CONCEPT 1  
MOOD BOARD:

# Collected Curiosities

- Confident
- Focused
- Strong
- Historical
- Treasure
- Collection
- Authentic
- Sophisticated





# DEW BIRD

## COLLECTED CURIOSITIES

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Steeped in a sense of southern place and history, this icon is sharply refined and sweetened by charm. This monogrammed mark communicates pride in the who and where of Dew Bird, while the feather suggests a lightness of heart and familiarity. The symbolism and identity embodied in this logo reveal the very thing Dew Bird offers: connections between spaces and stories, people and places.

On the following page, a simplified version of this monogrammed mark is displayed as an alternative option.

STACKED



ICON ONLY



HORIZONTAL



SIMPLIFIED









CONCEPT 2  
MOOD BOARD:

# The Dew Bird

Southern  
Modern  
Elegant  
Potential  
Possibilities  
Free-Spirited





# DEW BIRD

## THE DEW BIRD

This logo captures a moment of potential energy, and the unboundable nature of Dew Bird's story. From inside to outside, from ground to sky, Dew Bird is discovering possibilities and transforming spaces into stories and emotions. Clean and gentle lines take confident shape within the icon to express Dew Bird's sophisticated and charming disinhibition.

STACKED



DEW BIRD

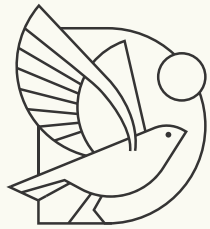
ICON ONLY



HORIZONTAL



DEW BIRD



DEW BIRD



DEW BIRD



DEW BIRD



DEW BIRD

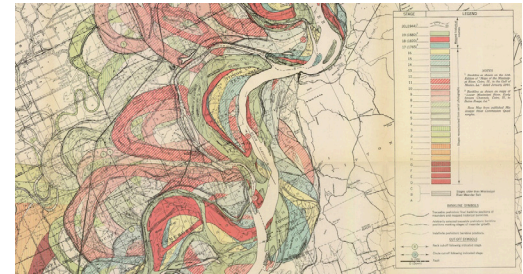




CONCEPT 3  
MOOD BOARD:

**Dream  
Hill**

Fantastical  
Quirky  
Natural  
Enchanted





## DREAM HILL

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This logo draws on a fascination with things and the creativity in their unexpected combinations. The peculiarities of nature and the human instinct to collect things coalesce in Dream Hill. Mystical, beautiful, and bespoke, this design is rooted in the collective organization of Dew Bird's offerings and the story from which it is inspired.

STACKED



ICON ONLY



HORIZONTAL





