

The current North Face logo is shown on the top left. On the top right is my rebranded version. I decided to incorporate colors from each season, since the brand is known for it's outdoor wear and it's support for preserving and enjoying the environment. I initially started my color exploration with the blue logo on the bottom right, since I wanted to try cool tones reminiscent of winter air or snow-capped mountains. I then decided to try a gradient (bottom left), for some more visual interest, and decided that green would also fit the mountain theme, but be more evocative of the general outdoors, or summer grass. After seeing these two designs next to the original red, it gave me a strong sense of different seasons which I liked, and decided to try a different gradient incorporating colors from all seasons.

