Design & Brand Presetation

We inject Creativity & Strategy For
Measurable Results

TAHOORS
CREATIVE MARKETING

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TAHOORS
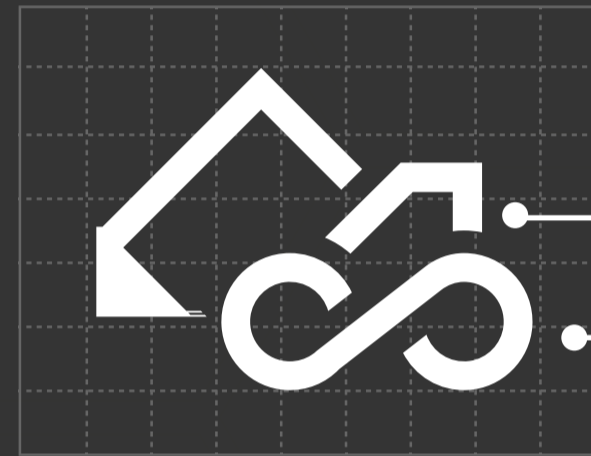CREATIVE MARKETING

WEST BAY
Groundworx Inc.

TAHOORS
CREATIVE MARKETING

Logo Meaning

ClearSpace

— **Icon**

This minimalist design features a simplified excavator, inspired directly by the machinery itself. To highlight the company's boundless expertise and capabilities.

ClearSpace

— **Text**

WEST BAY
Groundworx Inc.

The excavator's wheels are creatively reimagined as an infinity symbol. This subtle yet powerful element conveys the idea of infinite skills and limitless potential, while the clean and modern style underscores professionalism and innovation.

ClearSpace
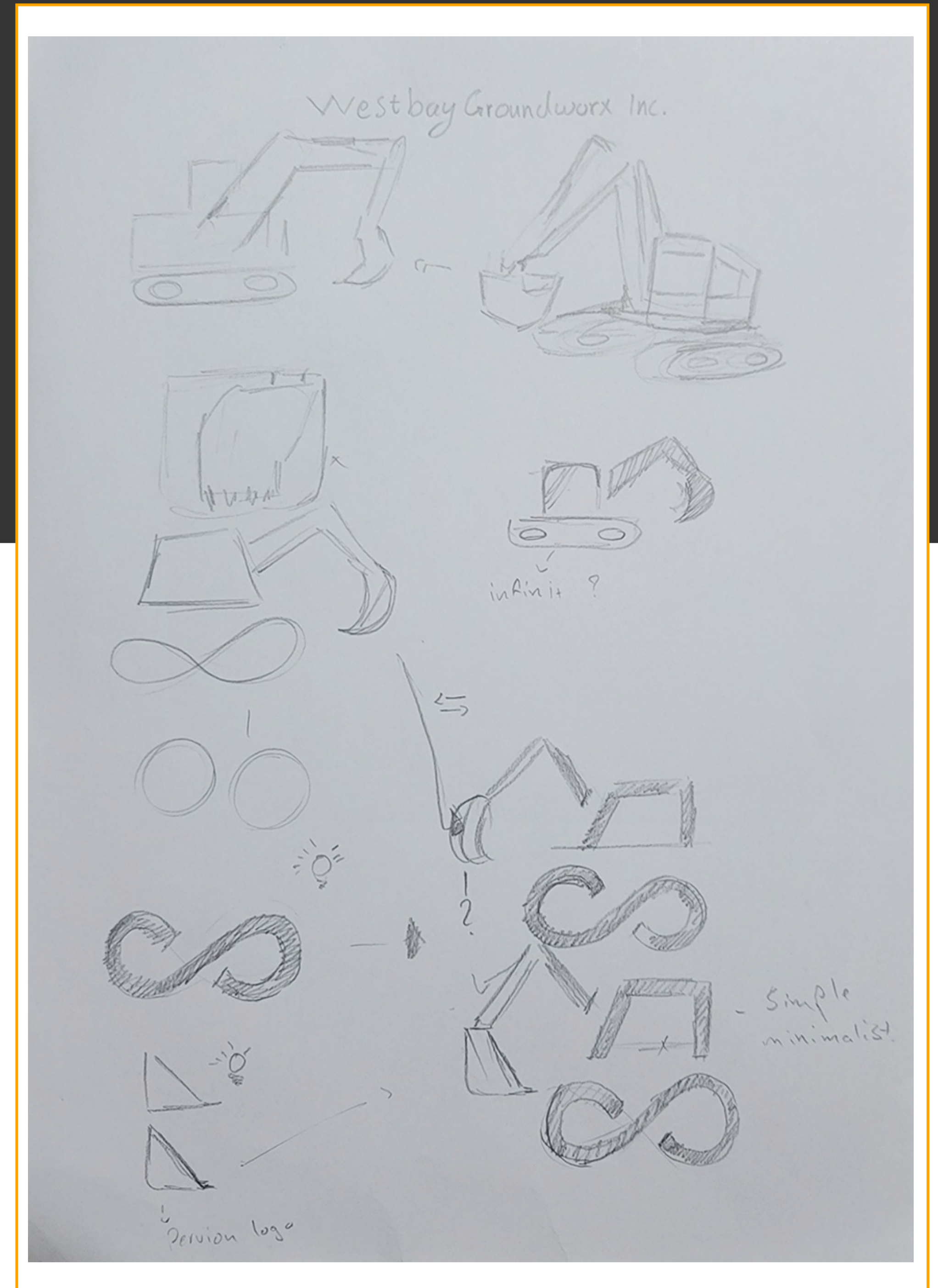
— **Final Logo**

WEST BAY
Groundworx Inc.

Logo Structure

Logo Sketching Process

The sketching process is a crucial step in logo design as it allows for the exploration and refinement of ideas before committing to a digital format. Sketching enables designers to experiment with shapes, concepts, and compositions freely, fostering creativity and innovation. It serves as a foundation for developing a cohesive design by testing various iterations and identifying what works visually and conceptually. This hands-on approach saves time in the long run, as it helps pinpoint the strongest ideas early on, ensuring the final logo is both impactful and well thought out.

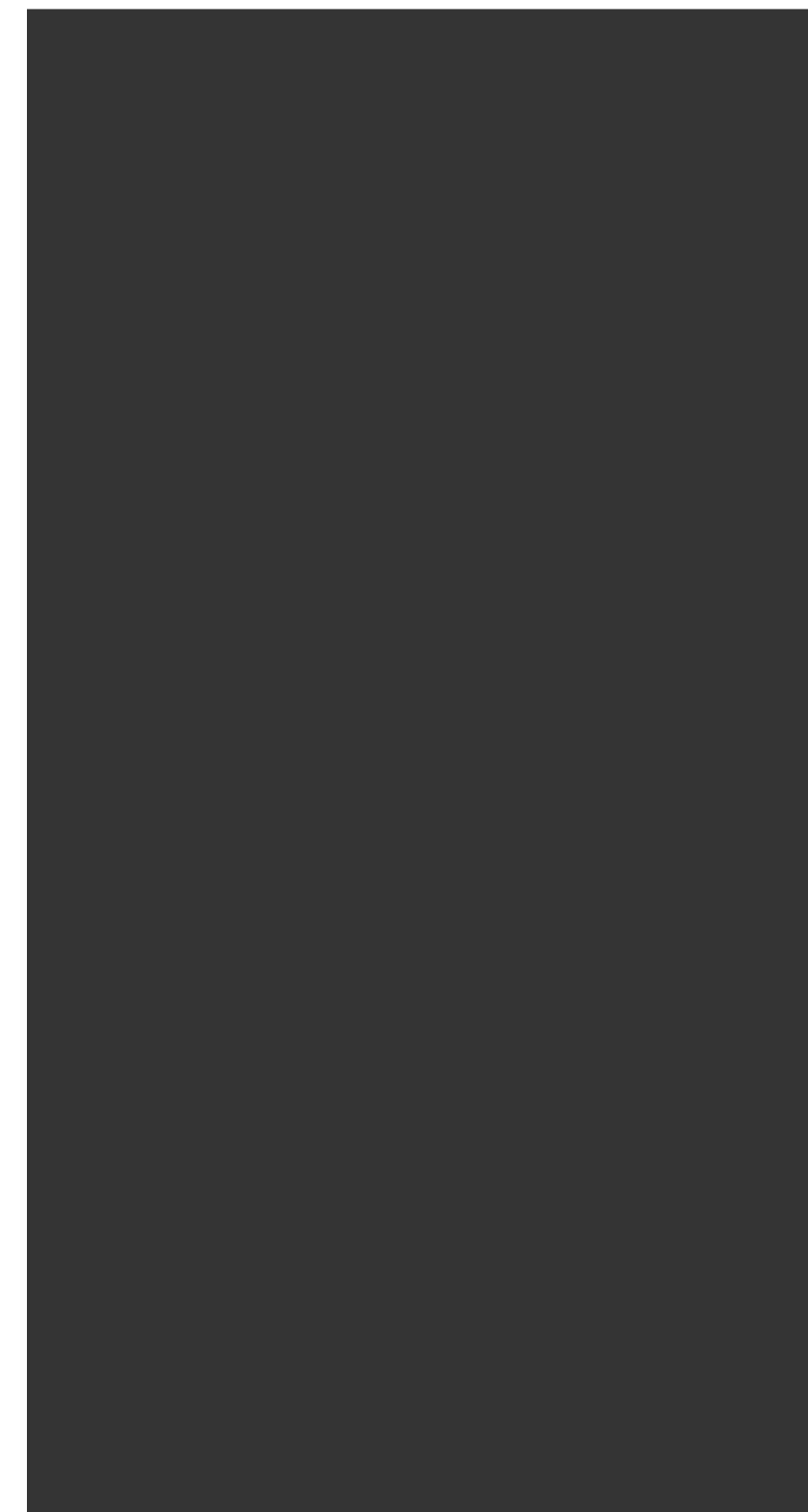# Logo Variation and Container

WEST BAY
Groundworx Inc.

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Mark Variation and Container

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Brand Colors

Orange

C	0%	Y	100%
M	41%	K	0%
R	255%	B	0%
G	165%		

JetBlack

C	69%	Y	62%
m	63%	K	57%
R	52%	B	52%
G	52%		

Typography and Typeface

Primary Font

Raleway

Raleway is an elegant sans-serif typeface family. Initially designed by Matt McInerney as a single thin weight, it was expanded into a 9 weight family.

36pt **TITLE**

18pt SUBTITLE

11pt SubtitleLorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem .

WEST BAY
Groundworx Inc.

WEST BAY

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