





I'm thrilled to present a logo concept for Harrison Steam, a design that serves as the cornerstone of a new brand identity reflecting both the historical significance and future potential of a reimagined industrial space. This is not the final design, but rather a thoughtful exploration that captures the essence of what Harrison Steam will represent—a fusion of past resilience and future creativity.

In the following slides, you'll see the logo adapted in a variety of colors, each chosen to underscore the industrial roots and artistic ambitions of Harrison Steam. These hues are more than just part of a palette; they tell a story of transformation and possibility.

To complement the primary logo, I've developed a set of secondary logos, including horizontal and vertical configurations, along with a badge-style logo for instances that call for a more compact representation. Together, these variations provide a versatile identity system that maintains cohesion across a range of applications, as you'll see demonstrated in the mockups included in this presentation.

At the end of this deck, you'll find a feedback form. I invite you to share your thoughts and impressions. Your input is invaluable as we refine and perfect the logo to fully embody the vision of Harrison Steam.





# HARRISON STEAM



## LOGO ANALYSIS

### Icon Design:

The logo features a stylized smokestack with a plume of smoke, which directly references the steam mill heritage of the building. The clean and simple lines of the icon suggest a modern adaptation of this historic element, bridging the gap between the site's industrial past and its contemporary use.

### Typography:

The company name "HARRISON STEAM" is set in a bold, modern sans-serif typeface. The choice of a sans-serif font aligns with current design trends for clarity and readability, and suggests a forward-thinking brand. The all-caps treatment of the typography adds a sense of solidity and presence, which is important for a brand that occupies physical space.

### Symbolism:

The smokestack icon not only represents the steam mill's history but also may symbolize the creative energy and industrious spirit that Harrison Steam aims to foster in its new role as an artist workspace. The rising smoke can be seen as a metaphor for the aspiration and inspiration of the artists and professionals who will use the space.



Overall, the logo is a strong representation of Harrison Steam's brand identity, tying in historical significance with a modern aesthetic. It is straightforward yet distinctive, which is likely to make it memorable for clients and visitors. The simplicity of the design ensures that it will be legible in various sizes, which is beneficial for both print and digital applications.





PRIMARY LOGO



SECONDARY LOGO



ICON LOGO





