State of California

Cradle to Career

Logo Designs

PHASE 1: CONCEPTS | OCTOBER 25, 2022

COLLAB⬤RATIVE

Logo Development Criteria

This document presents four unique logo concepts with variations of each.

Some considerations to keep in mind:

- The logo should have a California focus and possibly include a poppy.

- Designs should convey that the service is data-driven and should feel serious yet approachable.

- The logo will consider the current palette and fonts.

- Focus is on process not just graduation as a goal.

Concept A

A1

_____

A2

_____

Concept B

B1

B2

B3

B4

Concept C

C1

C2

C3

C4

Concept D

D1

D2

D3

D4

All

A1

A2

B1

B2

B3

B4

C1

C2

C3

C4

D1

D2