LOGO PRESENTATION

Eaglewood Tech Solutions

A proposal for the Eaglewood logo: the mark, how it is built, how it flexes, and where it goes to work.



PREPARED BY

Static Divisions

THE MARK

An eagle in flight, connected.



THE EAGLE

Hard, straight edges and sharp wing feathers give it speed and confidence.

THE ARCS

Wi-Fi arcs lift off the wing. The eagle carries the signal.

THE LOCKUP

Mark on the left, wordmark and a tracked descriptor on the right.



CONSTRUCTION

Built on one centre.

Every arc is struck from a single point at the eagle's shoulder. The grid below is read directly from the vector artwork.

PROPORTION
Mark 1215 : 1403 units, about 0.87 : 1

ARC RADII (CENTRE LINE)
455 / 313 / 175 units, one shared centre

ARC SPAN
About 106°, 113° and 134°, widening inward

WING EDGE
Leading edge runs at roughly 34° to horizontal

GEOMETRY
Straight edges and sharp joins, no soft curves except the arcs

CLEAR SPACE



x = the height of the wordmark capitals. Keep that much space clear on every side.

MINIMUM SIZES



Full lockup: 220 px / 2 in wide minimum



Smallest recommended: 220 px



Icon only: 160 / 64 / 32 px. Below 220 px wide, use the icon.

These minimums are recommended starting points.

COLOR AND TYPE

A palette for the mark.

Slate
#1E2530
RGB 30 37 48
CMYK 37 23 0 81

Dusk
#2E3A48
RGB 46 58 72
CMYK 36 19 0 72

Stone
#ECE6DA
RGB 236 230 218
CMYK 0 3 8 7

Mist
#7B8794
RGB 123 135 148
CMYK 17 9 0 42

Brass
#CFA874
RGB 207 168 116
CMYK 0 19 44 19

Copper
#9E5F3C
RGB 158 95 60
CMYK 0 40 62 38

RGB and CMYK values are computed approximations of the hex values; confirm CMYK against a press proof.

The eagle works in any one of these. Choose the ground, then take the mark from the same family: brass or stone on deep tones, slate or copper on light.

TYPE

Wordmark: wide-set geometric capitals, drawn as part of the logo.
Descriptor and supporting copy: Manrope, tracked capitals for labels.

Aa

Manrope
ExtraBold · Medium · Light



BRASS ON SLATE — GROUND #1E2530 MARK #CFA874



SLATE ON STONE — GROUND #ECE6DA MARK #1E2530



STONE ON DUSK — GROUND #2E3A48 MARK #ECE6DA



SLATE ON MIST — GROUND #7B8794 MARK #1E2530



SLATE ON BRASS — GROUND #CFA874 MARK #1E2530



STONE ON COPPER — GROUND #9E5F3C MARK #ECE6DA

PRIMARY

EAGLEWOOD
TECH SOLUTIONS

STACKED

EAGLEWOOD
TECH SOLUTIONS

ICON ONLY

CIRCLE ICON

DARK AND LIGHT

EAGLEWOOD
TECH SOLUTIONS

EAGLEWOOD
TECH SOLUTIONS

ONE COLOR

EAGLEWOOD
TECH SOLUTIONS

APPLICATIONS

Worn, first.



FULL FRONT · BRASS ON SLATE



HERO MARK · STONE ON DUSK



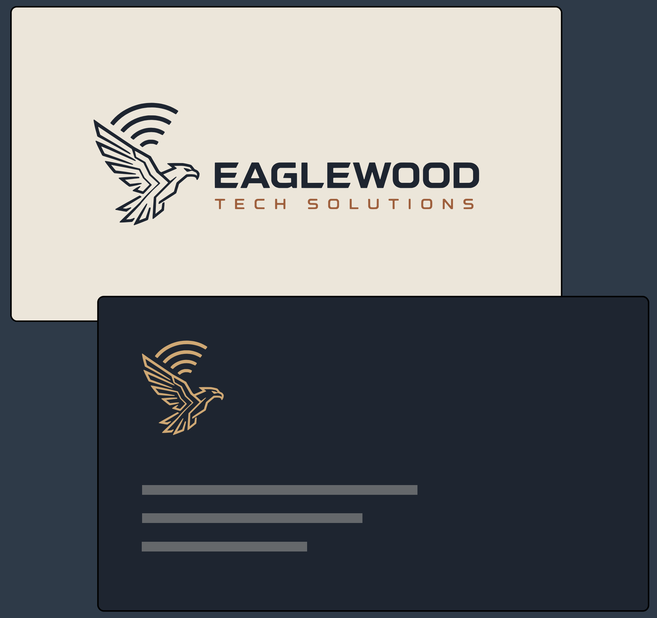
LEFT CHEST · STONE ON MIST



ONE COLOR · SLATE ON COPPER

APPLICATIONS

Everyday, everywhere.



BUSINESS CARD



STICKER



VAN DOOR



APP ICON



FAVICON · 16 / 32 / 64 PX, SHOWN ENLARGED



SOCIAL AVATAR

Eaglewood
Tech Solutions



Thank you.

One eagle, one centre, many colorways.
Ready for screens, apparel, vehicles and print.

DESIGNED BY STATIC DIVISIONS