

SOL Logo Project

- SOL= name of boat
 - Sol noun (5)
 - \ 'säl \
 - Definition of Sol
 - 1: the Roman god of the sun
- Sero= Parent company

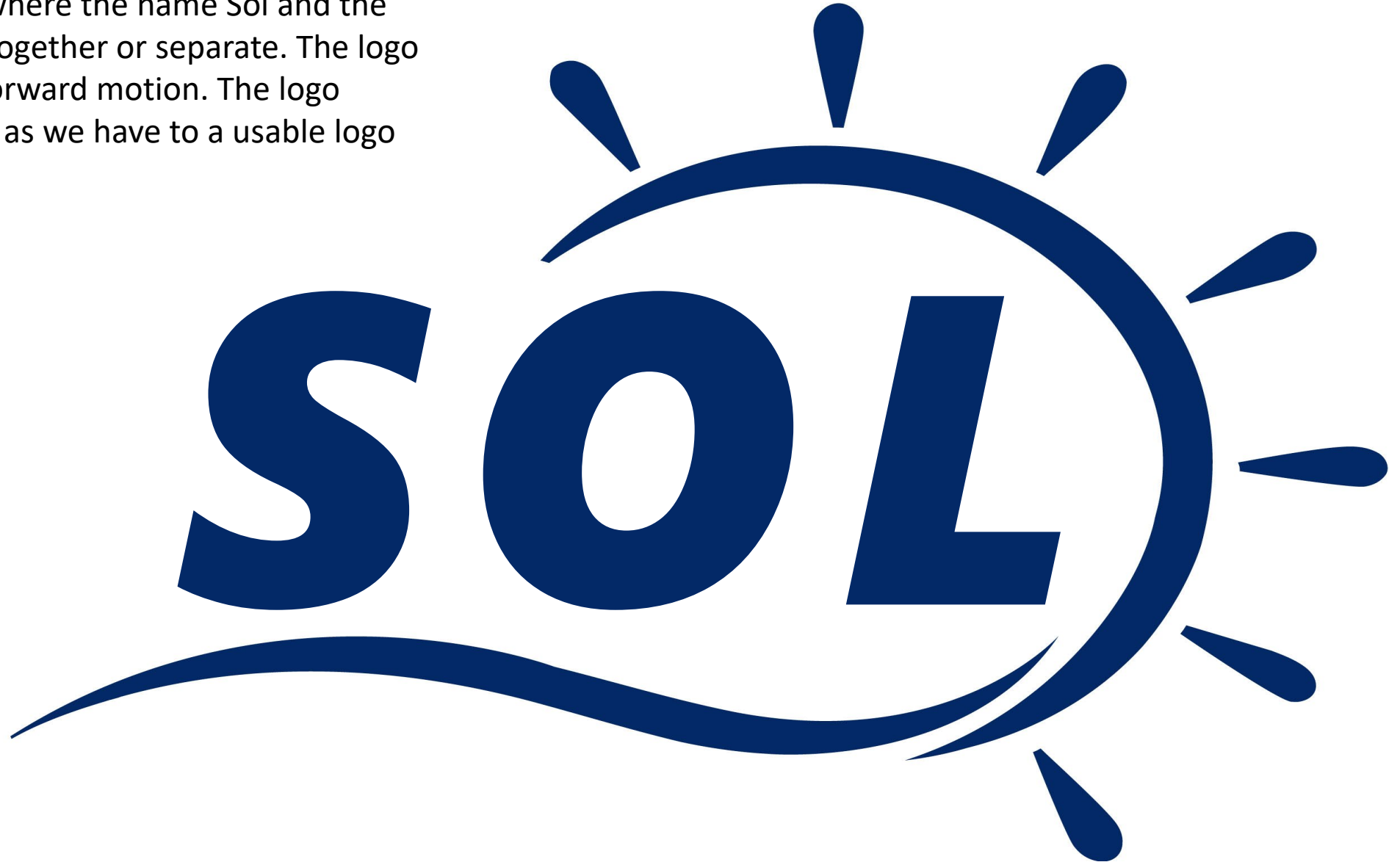
SOL Story

There is magic in sailing that is difficult to define. It's an experience of wind, water, motion, and sunshine. Its ancient elements mixed with human innovation.

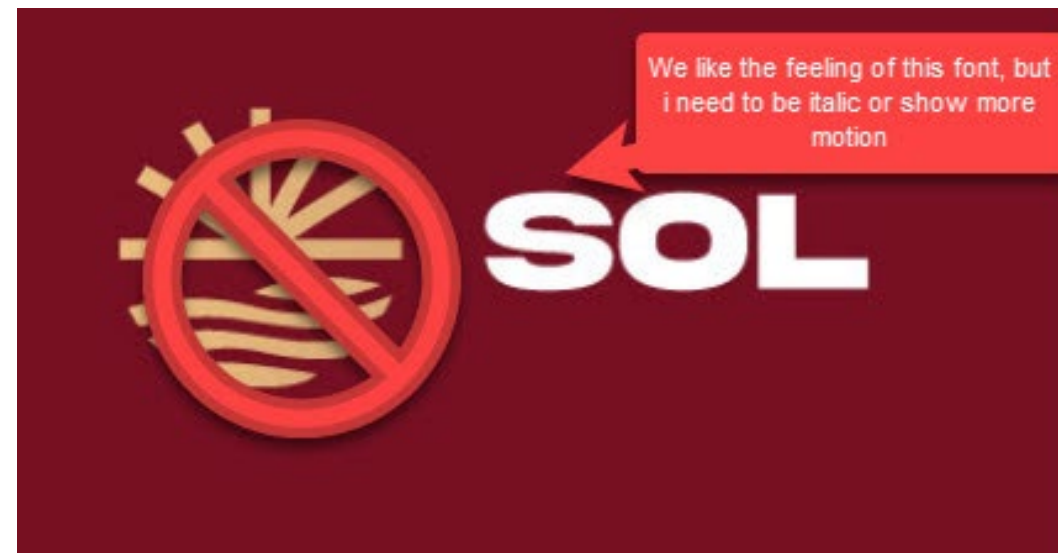
As sailors, we remember our first boat, and the freedom and independence it offered. It provided peacefulness, an adventure, a way to go faster and slower all at once.

At Sero it is our mission to share this experience with as many people as possible. We build modern sailboats based on classic designs that are simple enough for beginners, but advanced enough to race. No matter your age or experience, if you want to get out on the water, Sero will help get you there.

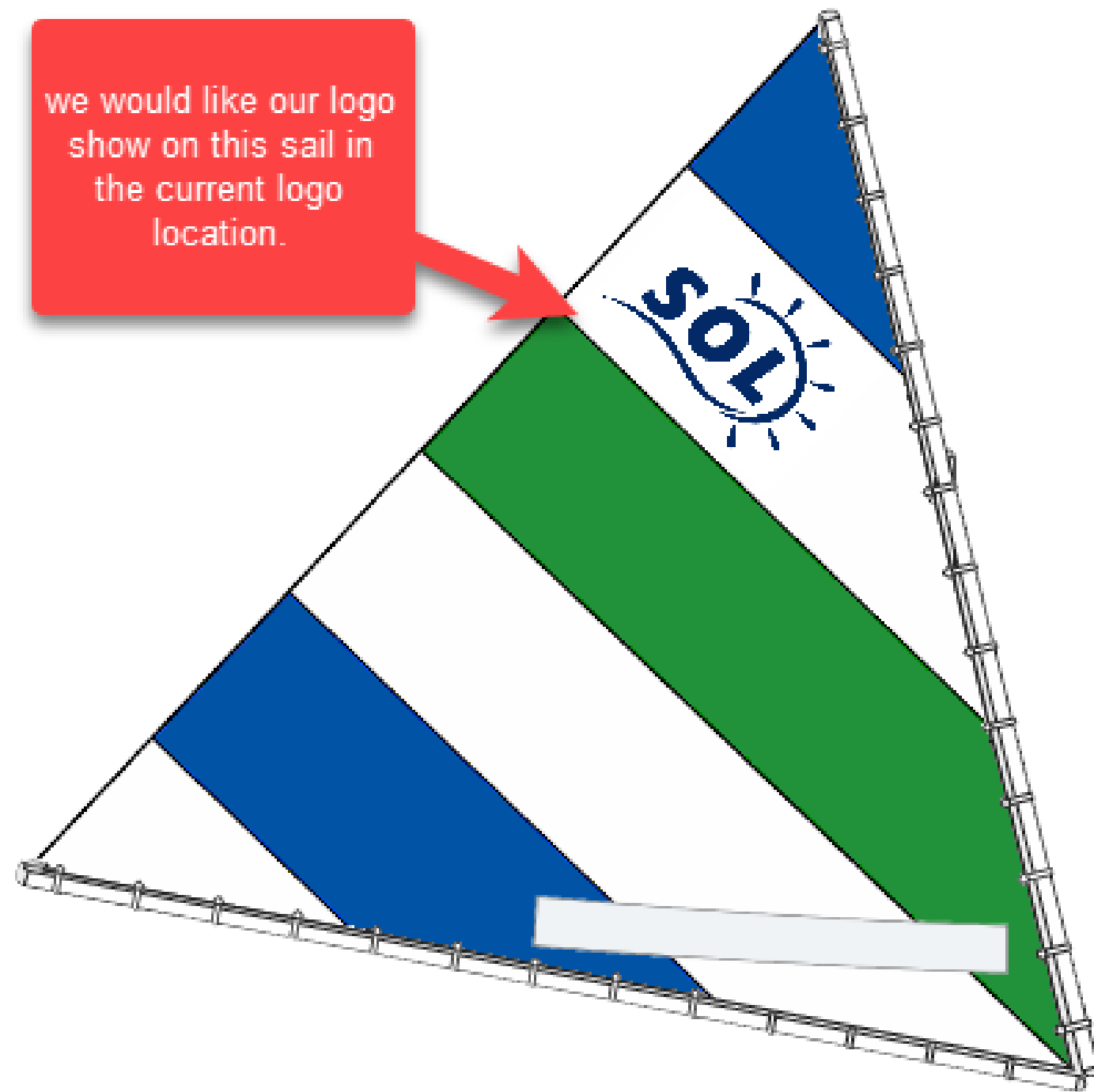
We would like a logo where the name Sol and the graphics can be used together or separate. The logo should show a bit of forward motion. The logo shown here is as close as we have to a usable logo currently.

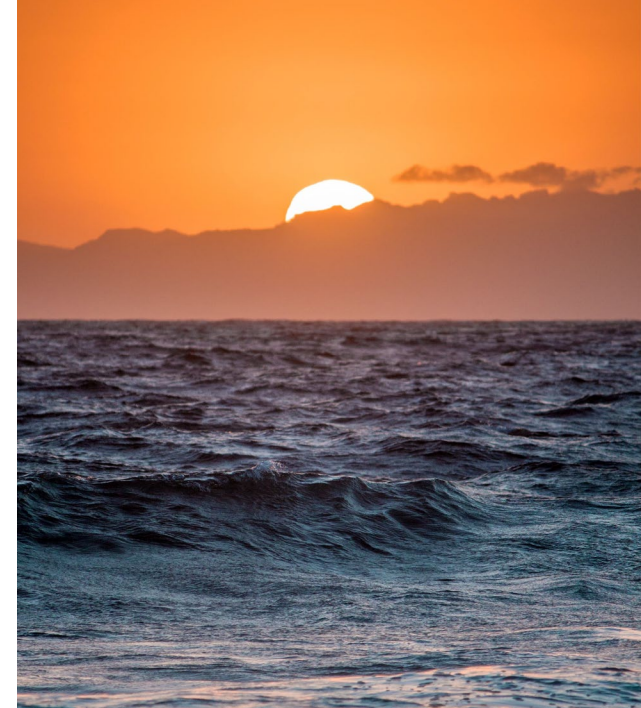


We kind of like this logo so far. Maybe we can make this so the logo and letters can be used together or separate. Each need to be able to stand alone. The sun rays could be more abstract. the sun and water lines could be more abstract (not as clean looking)



we would like our logo
show on this sail in
the current logo
location.





Feeling of the SOL



Logos we have received