

Design Brief for Oak & Birch – Logo Concept Description

We are developing a logo for **Oak & Birch**, a modern furniture brand.

The logo direction should communicate mobility, openness, and continuous growth, while remaining clean, premium, minimal, and instantly memorable.

The brand name references two trees:

Preferred design direction: minimalistic, abstract, modern, and premium.

Logo Style Inspiration

Use the attached references as direction only, not replicas. We like the visual styling shown in the reference image options attached:



What the logo should communicate?

- Strength + Stability (like Oak)
- Renewal + Fresh Growth (like Birch)
- Sustainability, nature, and harmony
- Modern premium identity
- Upward direction (progress, success, ambition)
- Soft elegance with a clean aesthetic

Design Preferences:

- Abstract symbol that can represent the letter 'O' and/or 'B' (or a combination hinting at O & B subtly without being obvious)
- Striking standalone icon that works across print, web, and packaging
- Adopt colors or gradients of jade green, teal, green.

Avoid

- X** Literal tree drawings or leaves
- X** A closed logo
- X** Busy or overly decorative designs
- X** Traditional serif emblems

Deliverables Expected

- Primary logo icon + wordmark
- Black & white version
- Transparent background version
- Vector format (AI / EPS / SVG)