

Existing Logo

Two versions – stacked and long.

- Like mountain motif, font.
- Hiking is an outdoor activity, mostly in mountain areas.
- Simple shape, easy to display, not complex

Negatives

- For printing on clothing the numerous colours of overlapping mountains challenging



New Logos

10CityWalks

- Walks in greatest cities on earth, London, Paris, New York, Hong Kong, Tokyo, Buenos Aires etc.
- Doesn't fit the mountain motif.
- Potential of using a city skyline?

10SkiTours

- This is for downhill skiing in mountains, in winter.
- Mountain motif works.

10Climbs

- Rock climbing up a rock face. Mountain motif works but not perfectly.

10RoadRides

- Road bike bicycle rides on roads, similar to tour de France.

10Adventures.com

- Parent company to all the other brands.
- Challenge is how to work with the other Logos?

Options for New Logo

1. As similar as possible

- Use the same (or similar) mountain theme with different colours
- Ideally mountains are the same core shapes, but maybe rearranged.
- Font the same.
- I like the option of trying the same basic logo and just having something above the mountain to clarify what it is.



Issues

- What do you use for 10Adventures and 10CityWalks?



Options for New Logo

2. Custom for each

- Make a custom logo with same 'feel' using geometric shapes for each new logo.
- Font the same.
- Layout the same
- New colours

Issues

- How to ensure the logos relate?
- This example is way too busy.

