

Logo concept and design brief.

Keys-4-Change's mission is sustainable aquaponics abundance through contributionism.

KEYS4CHANGE LOGO DESIGN BRIEF

3 individually stylized skeleton keys overlapping into one logo.

Each key's "teeth area" builds into the text keys4change at the base of the logo.

Each key's style should be unique to the imagery design for that key as follows with each key ideally being a stylized and shiny rendered to look like 3D metal silver. This image I included here is only an example of the key texture!! NOT Not the unique style for any of these keys. Each key has to have an individual style and that is a big part of what I'm looking for in this creative design... how to stylize three keys into one logo.... This is the core of the creative design I'm searching for in this creative process.

Each key represents the 3 keys the company focus.

- 1) LEFT KEY: Structured, clean water
- 2) CENTER KEY: Heart Space Love
- 3) RIGHT KEY: Organic natural aquaponics food



Heart -center key - top key:

Layered and styled into the key hole is a beaming red heart. Creative design a must... it doesn't have to be this heart... The heart-hole of the skeleton key creates a stylized heart (half-in, all out, inside like a jewel, or a little spilling out- use your creativity, but the heart should be beaming.



The base part of the heart key in the middle will form into the 3D block text of the logo and numeral 4 in the text

The water key- (left) will have a blue 3D water image coming / splashing out of the key hole... water droplets dripping down the silver polished key. Again- this key and water image isn't what I want, it's just giving you an idea of what look I like. The key should be stylized as a skeleton key with water dripping, splashing or somehow in motion in the key hole.

Type of water droplets- like this



The far right key is bursting with leafy greens, sunflower microgreens, lettuce etc etc. out of the keyhole. This key can be stylized with roots or other ways to show it's alive.

The style of each of the keys at the bottom forms into the text: Keys4Change The logo text should be all stylized into 1 flowing word... the "4" can stand out bigger than each of the other words slightly. The text logo should also match the high polished look of metal silver of each of the keys and block 3D style that unifies the styles of the keys:

Here is a doodle sketch of what I envision the layout of these 3 key's to look like. Please use your creative genius to take these thoughts and craft a truly unique skeleton key logo.



