OUTSTANDING BRAND SOLUTIONS

STOCK LOGOS

Including the "cogent" and "thirsty crows" logos because these are the best versions of crows that I've seen. These capture the look of the bird and have some real personality, but still drawn very simply.

I think we want to go with three birds side by side, like the thirsty crows, though could be in slightly different positions.

Don't love the rougher look of these in 3 crow bar, but just including to show another example of positioning. These do have a "crows" look too.

3 CROW BAR

Love the composition of this one – crows on a branch, could have CROs acronym on top, and "community resilience organizations" below in lighter weight font. I like this crow a little les than the ones at the top – not as much personality.

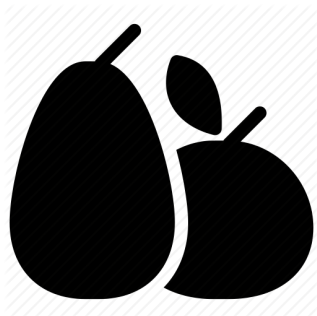high crow

no gluten, no dairy, no kidding

Including loudcrow interactive for two reasons: like the mostly black design with one area of bright accent color.

And love the fonts on here – the mix of heavy and light weight fonts for different words.

Including high crow bakery for a few points: like the overall black colors again with green accent. Like the use of negative space in the crow design and in the green circle. And like the mix of heavy & lightweight fonts again.

Including fruit to show example of design using negative space to distinguish shapes. When shapes are up against each other, would prefer this approach to using different color shades.

Example of a design that I think captures the really fun, whimsical look we're going for… if there's any way to bring in more of that without going over the top, that'd be great. (I know that's a fine line!)

Community
Resilience
ORGANIZATIONS

My first stab at some suggested revisions (executed poorly!). Uses slightly different shapes, circle instead of badge, black crows, different weight fonts, etc.

CROs

community resilience
organizations

A stab at changing up another one… like this concept a lot, but would want to include the shovel and basket you used.