Hello!
Why are we here?

On Our Wave Length
Creative process
OOWL - What is it?

Focused on:

- Environmental impact
- Climate change
- Coastal communities
Brainstorm

Water, Blue, Planet, Lochs, Sustainable, Green, Drops, Fish, Sea, Coast, Lighthouse, Community, Boat, Wave.
Colour palette

Colour psychology:

- death/dramatic sophistication
- clean/pure innocence
- love/passion powerful
- calmness sadness
- nature/healthy peaceful
- energy/optimistic friendly
- creative/successful royal/spiritual
- elegant prestige
- enthusiasm/fun attention
- romance kindness
Colour palette

Proposal:

- Sea
- Sky
- Rivers
- Sand
Before we start...

Icon:

“Image that represents something in a simple way that is recognisable”
Before we start...

Simple & Circle shape:

- Readable
- Responsive for different devices
Action!
But then...
South Ayrshire
So...
Thoughts?