

<p>1b</p> 	<p>1c</p> 	<p>1d</p> 	<p>1e</p> 	
<p>7b</p> 	<p>7c</p> 	<p>7d</p> 	<p>7e</p> 	<p>7f</p> 
<p>15b</p> 	<p>15c</p> 	<p>15d</p> 	<p>15e</p> 	
<p>20b</p> 	<p>20c</p> 	<p>20d</p> 	<p>20e</p> 	

**LOGO IDEAS ROUND 2**

NOTES: Explorations continued from previous round's comments.

- Roughs:  
No logo is considered final here, all still need further refinement as this round is discussed and feedback given.
- Combinations:  
Colours can be mixed, matched, and changed. Logo forms, layouts and colours here all are tests.
- Subhead:  
"Ontario Cataloguers Group"  
Consider if "Group" is necessary to be spelled out. If not, 2 words will give more options for logo layouts.
- Colours:  
The purples and maroons are good colours, but the two mixing need significant refinement to work together. Suggesting going with 2 shades of the individual, or solid as opposed to mixing.
- Opinion:  
From a designer perspective, voting for 1e, 7f and 20e. They show the most potential for interest and clarity at this stage.



## LOGO ROUGH IDEAS ROUND 1

### NOTES:

- First round for general feedback ideas and to start to establish some visual goals.
- Black and white, form and font focused first. Colour added at a later stage
- Subtext (Ontario Cataloguers Group) is the same in all here and only for context and perspective in this round.
- Aiming for something that is simultaneously retro and modern. A bit more timeless referencing the quantity and type of cataloguing without being too specific.
- Playing with the idea of quantity or stacks of materials as inspiration, without being too visually specific and remaining open-ended.
- Currently avoiding any large iconography, sticking mainly font and form focused so that it's replicable at all sizes with ease on any documents or mediums.