

The following pages consist of two overarching concepts with two iterations of each. Below is a breakdown of said concepts. (Each contain a differing typeface that is interchangeable between concepts if requested).

Option A: A more complete, yet less detailed version of the exisiting logo in full color, carrying over the imagery of a belvedere atop a bluff overlooking the cove, surrounded by the recognizable palms of the area.

Option B: A minimalist take on the existing logo that carries over the single-color design. This option, while using the same imagery as Option A, performs more efficiently at small sizes relative to its counterpart.

Option C: A less classic, more contemporary take on the landscape of La Jolla with representations of the sun, palms, ocean and wildlife depicted via linework. Options C and D work best in cases of print, small sizes, and in black and white.

Option D: Same design as Option C, differing only in typeface.





















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