

MOTION CARRIES
MEANING

STARTING POINT

ask yourself:

“How does it want to move?”

LITERAL

What do the shapes/forms suggest?

What literal qualities is the logo trying to embody, and how do they suggest a motion?

CONCEPTUAL

Beyond the literal, what are the qualities the brand is trying to represent?

What is the feeling/story? Can you emphasize a feeling of lightness, or solidness, playfulness in the way it is animated?