

Broadstone Oak City
Branding

Logos v3

CONCEPT 1 - REVISED

Roof Line


Broadstone
oak
city


Broadstone
oak
city

ROOF LINE

PATTERN

COLOR PALETTE



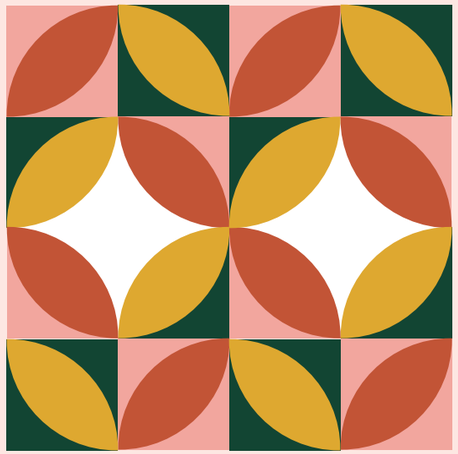
CONCEPT 2

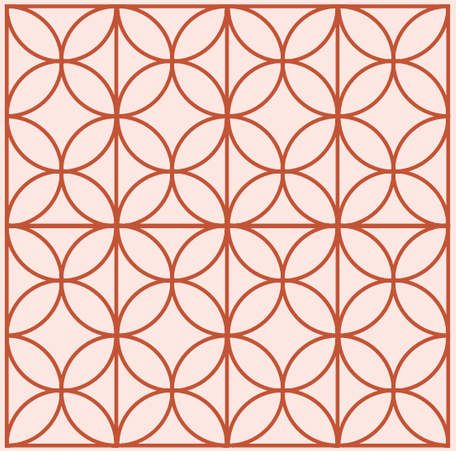
Breeze Block


Broadstone
Oak City

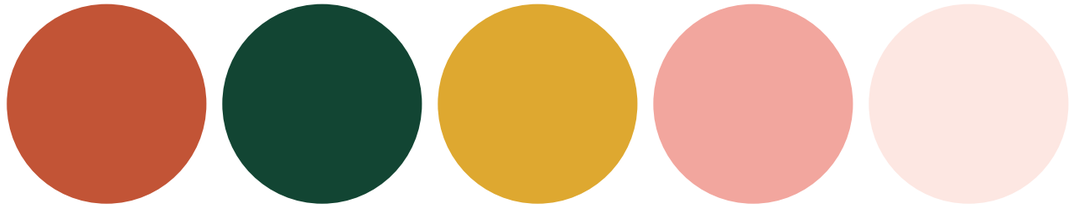

Broadstone
Oak City

BREEZE BLOCK





PATTERNS



COLOR PALETTE



CONCEPT 3 - REVISED

Mid-Mod Oak

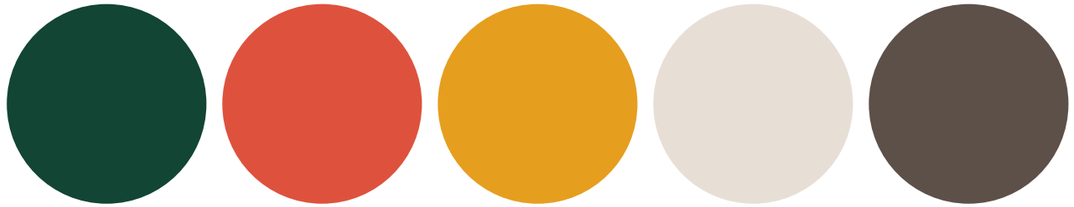

BROADSTONE
oak city


BROADSTONE
oak city

MID-MOD OAK



PATTERN



COLOR PALETTE



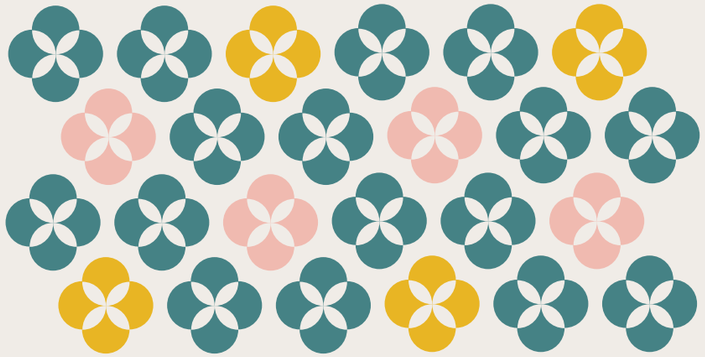
CONCEPT 4

Retro Tile

Broadstone
OAK CITY

Broadstone
OAK CITY

RETRO TILE



PATTERN



COLOR PALETTE



NEW: CONCEPT 5

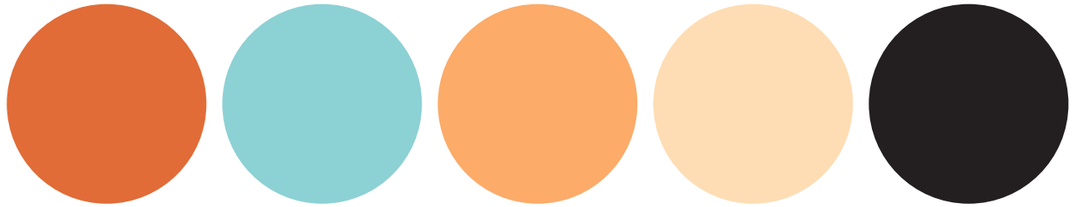
70’s Vibe

Broadstone
Oak City

Broadstone
Oak City



PATTERN



COLOR PALETTE



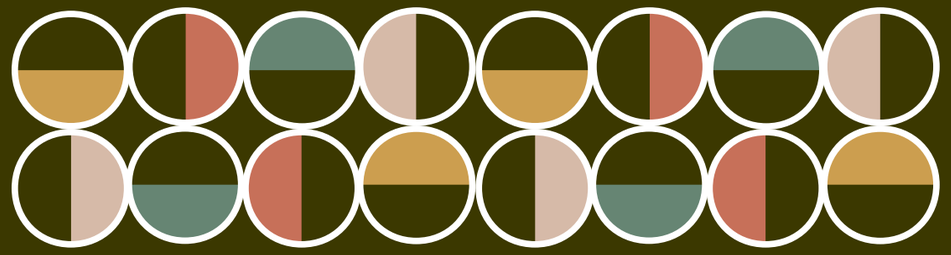
NEW: CONCEPT 6

Mid-Mod Motel

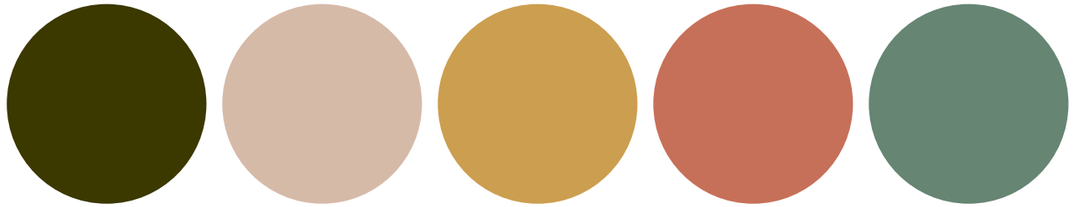
Broadstone
OAK CITY

Broadstone
OAK CITY

MID-MOD MOTEL



PATTERN



COLOR PALETTE



NEW: CONCEPT 7

Bold Retro

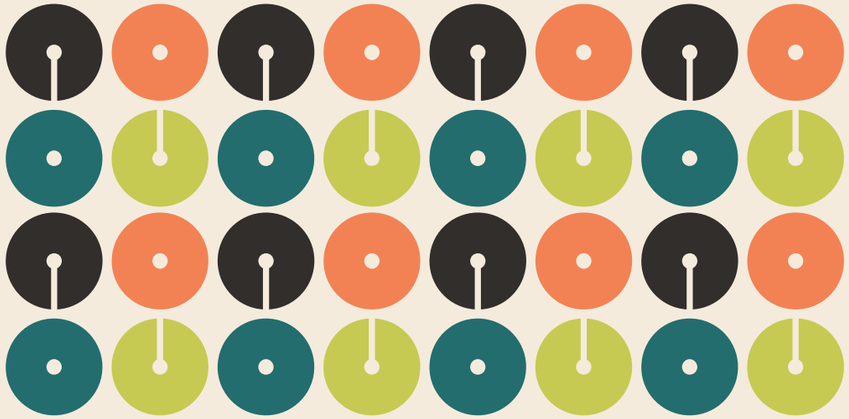
Broadstone

OAK CITY

Broadstone

OAK CITY

BOLD RETRO



PATTERN



COLOR PALETTE



All Logos

1
ROOF LINE: REVISED



2
BREEZE BLOCK





3
MID-MOD OAK: REVISED





4
RETRO TILE





5
RETRO 70’S: NEW





6
MID-MOD HOTEL: NEW





7
BOLD RETRO: NEW







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