

LOGO PRESENTATION

Eaglewood Tech Solutions

A proposal for the Eaglewood logo:
the mark, how it is built, how it flexes,
and where it goes to work.

PREPARED BY
Static Divisions



THE MARK

An eagle in flight, connected.



THE EAGLE

Hard, straight edges and sharp wing feathers give it speed and confidence.

THE ARCS

Wi-Fi arcs lift off the wing. The eagle carries the signal.

THE LOCKUP

Mark on the left, wordmark and a tracked descriptor on the right.



CONSTRUCTION

Built on one centre.

Every arc is struck from a single point at the eagle's shoulder. The grid below is read directly from the vector artwork.

PROPORTION

Mark 1215 : 1403 units, about 0.87 : 1

ARC RADII (CENTRE LINE)

455 / 313 / 175 units, one shared centre

ARC SPAN

About 106°, 113° and 134°, widening inward

WING EDGE

Leading edge runs at roughly 34° to horizontal

GEOMETRY

Straight edges and sharp joins, no soft curves except the arcs

CLEAR SPACE



x = the height of the wordmark capitals. Keep that much space clear on every side.

MINIMUM SIZES



Full lockup: 220 px / 2 in wide minimum



Smallest recommended: 220 px



Icon only: 160 / 64 / 32 px. Below 220 px wide, use the icon.

These minimums are recommended starting points.

COLOR AND TYPE

A palette for the mark.

Slate

#1E2530

RGB 30 37 48

CMYK 37 23 0 81

Dusk

#2E3A48

RGB 46 58 72

CMYK 36 19 0 72

Stone

#ECE6DA

RGB 236 230 218

CMYK 0 3 8 7

Mist

#7B8794

RGB 123 135 148

CMYK 17 9 0 42

Brass

#CFA874

RGB 207 168 116

CMYK 0 19 44 19

Copper

#9E5F3C

RGB 158 95 60

CMYK 0 40 62 38

RGB and CMYK values are computed approximations of the hex values; confirm CMYK against a press proof.

The eagle works in any one of these. Choose the ground, then take the mark from the same family: brass or stone on deep tones, slate or copper on light.

TYPE

Wordmark: wide-set geometric capitals, drawn as part of the logo.
Descriptor and supporting copy: Manrope, tracked capitals for labels.

Aa

Manrope

ExtraBold · Medium · Light





APPLICATIONS

Worn, first.



FULL FRONT · BRASS ON SLATE



LEFT CHEST · STONE ON DUSK



FULL FRONT · SLATE ON MIST



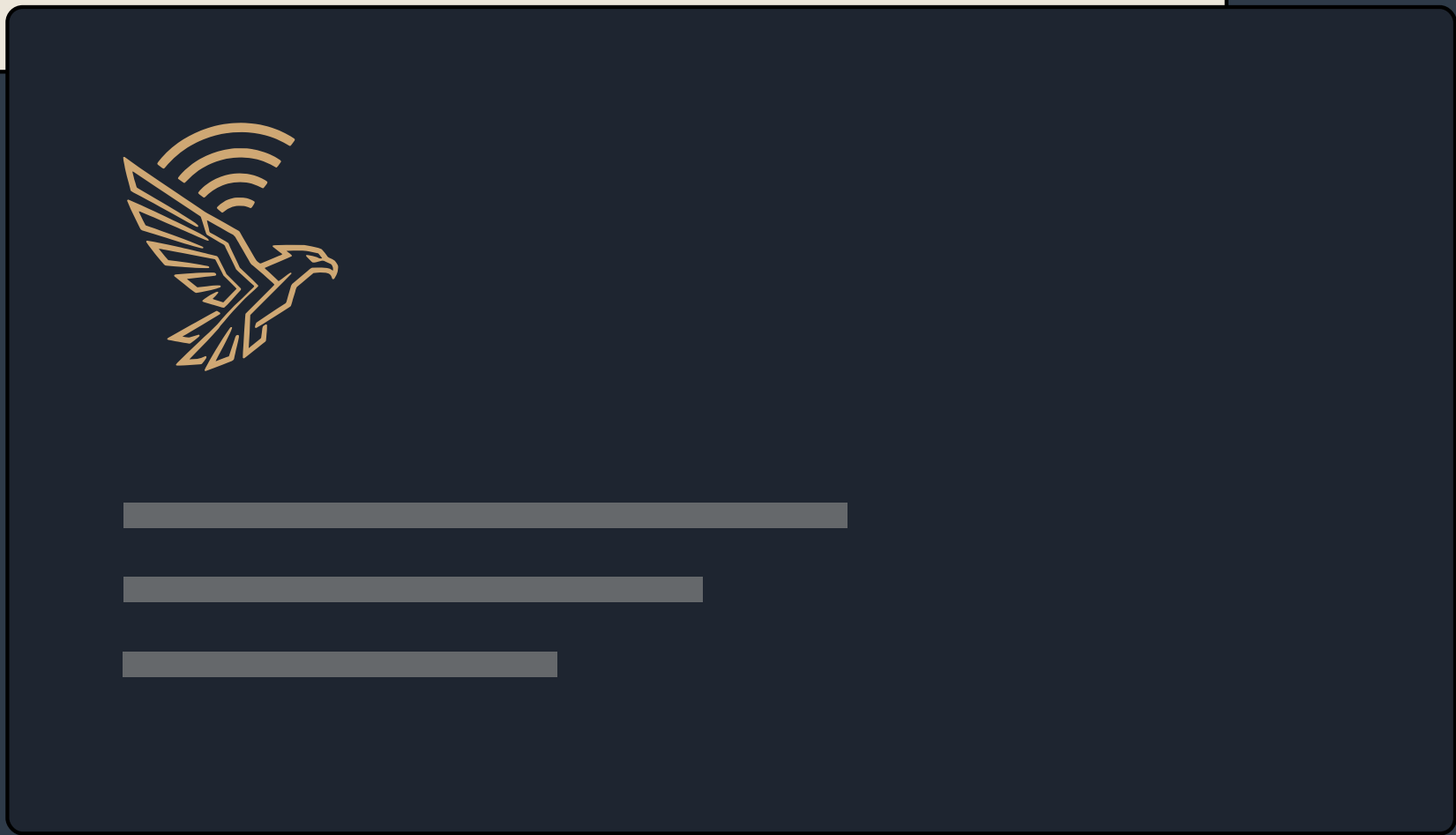
ONE COLOR · STONE ON COPPER

APPLICATIONS

Everyday, everywhere.



BUSINESS CARD



STICKER



VAN DOOR



APP ICON



FAVICON · 16 / 32 / 64 PX, SHOWN ENLARGED



SOCIAL AVATAR

Eaglewood Tech Solutions

Thank you.

One eagle, one centre, many colorways.
Ready for screens, apparel, vehicles and print.



DESIGNED BY STATIC DIVISIONS