

relay
design
co
—

Moodboard

Secondary Logos



Secondary Logos should do something that the primary logo does not. Maybe it works on a different color background, works at a smaller size (by eliminating detail), or shows another element of the brand.



Secondary Logos



Science



Technology



Engineering



Math

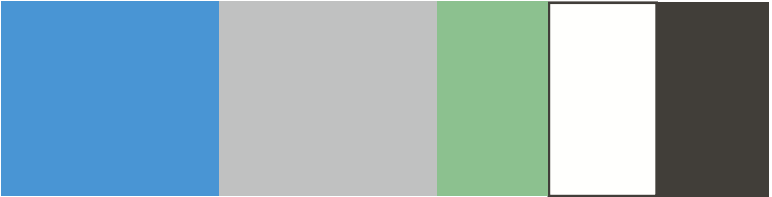
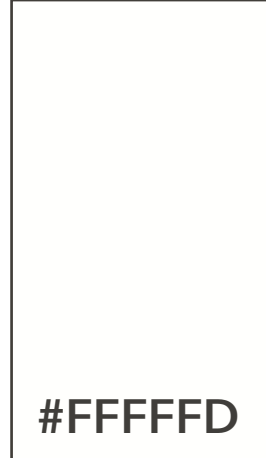
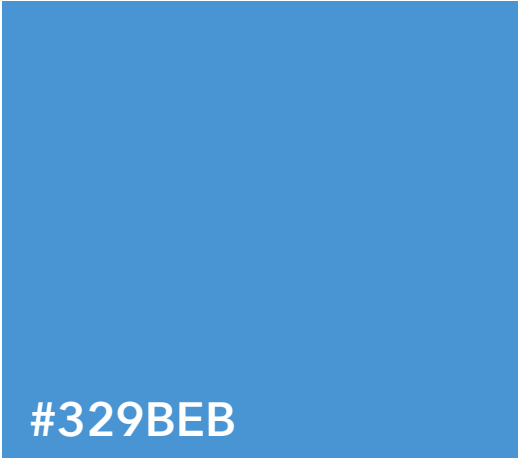


Primary logo



Secondary logo

Color Palette



Typography

Relay Design Co. Louisville, KY

Moret

Relay Design Co. Louisville, KY

Ballinger Mono

Relay Design Co. Louisville, KY

Source Code Pro

Relay Design Co. Louisville, KY

Monarcha

Relay Design Co. Louisville, KY

Forma DJR Micro

Relay Design Co. Louisville, KY

Gitan Latin

Relay Design Co. Louisville, KY

Arpona

Relay Design Co. Louisville, KY

Tenso

Design better experiences

We help companies use design and technology to grow and innovate through branding, experience design, and digital applications.

Relay Design Co. Louisville, KY

Rooney

Relay Design Co. Louisville, KY

Tisa Sans Pro

Relay Design Co. Louisville, KY

Adonis

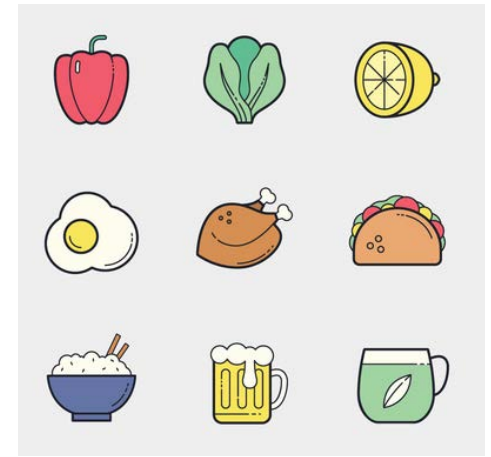
Relay Design Co. Louisville, KY

Museo Slab 300

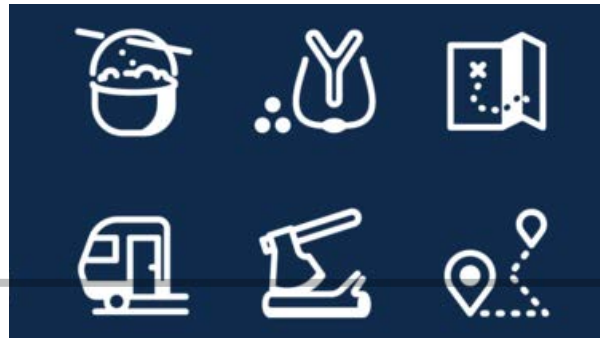
Relay Design Co. Louisville, KY

News Gothic

Iconography



Multi-Color

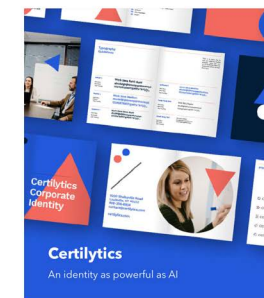
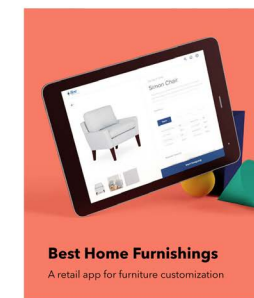
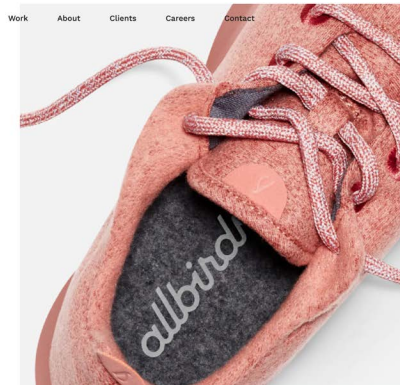
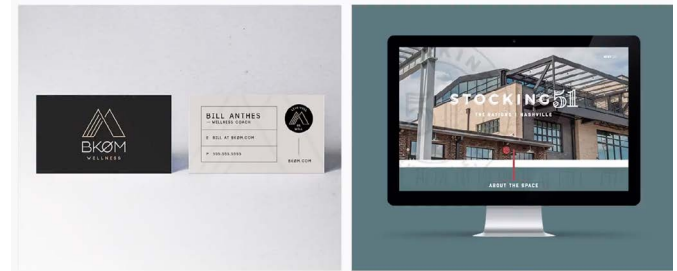
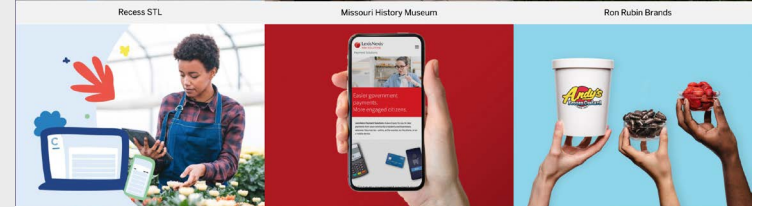


Single Color

Simplified

Detailed

Photography



Website Layout

