

RDDREAMS - Logo - References

Color pallete



I've mostly used Black white & red for all logo options as those were the colors of the original logo & also black is what one would connect with a motorbike.

Gray & white have been used as complimentary colors to black & red

References

The logo for RD350, featuring the letters 'RD' in a bold, italicized, sans-serif font, followed by the number '350' in the same style.

Key ideas

- Red line(RPM meter)
- Speed / Motion
- Font of RD-350 to create a connect between the forum logo & the product logo

RDDREAMS - Logo - option 1

1a



1b



1c



- In this concept I've used the RPM meter as the main design element & given different compositions for the same .
- This is a modified version of the original concept
- I've placed the design element in such a way that it creates a break in the word RD & Dreams, so that they can be read more easily

RDDREAMS - Logo - option 2

2a

RDDREAMS
Living On The Red Line

The logo features the word 'RDDREAMS' in a bold, italicized, sans-serif font. The 'R' is black, and the 'DDREAMS' is red. The letters have a slight 3D effect with a white outline. Below the main text is a red horizontal line. Underneath the line, the tagline 'Living On The Red Line' is written in a smaller, italicized, sans-serif font.

2b

RDDREAMS
Living On The Red Line

This logo is similar to option 2a but features a more pronounced 3D effect. The letters are white with a thick black outline and a red shadow. The 'R' is black with a white outline. The tagline 'Living On The Red Line' is positioned below a red horizontal line.

2c

RDDREAMS
Living On The Red Line

This logo features the word 'RDDREAMS' in a bold, italicized, sans-serif font. The 'R' is black, and the 'DDREAMS' is red. The letters have a slight 3D effect with a white outline. Horizontal lines extend from the left and right sides of the letters. Below the main text is a red horizontal line. Underneath the line, the tagline 'Living On The Red Line' is written in a smaller, italicized, sans-serif font.

- In this concept I've used tyre marks/ tracks as the main element

RDDREAMS - Logo - option 3

3a



3b



3c



- In this concept I've used illustrations / graphic elements one would connect with a motorbike & would also depict speed/motion

RDDREAMS - Logo - option 4

4a



- In this concept I've used the tyre as the main element. In option 4a, I've put in the circles. It also looks like a top view of heads coming together. This I did to show that this is a group of individuals coming together

4b

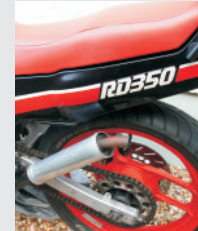


RDDREAMS - Logo - option 5

5a

RD DREAMS

Ref



5b

RDDreams

- In this concept I've used the above image as a reference & wanted to create a link between the graphic used on the bike itself