



SAVEUR SOCIAL

LOGO IDEATIONS



PREFACE

The following pages contain three concepts that approach the idea of the SAVEUR Social Awards logo from three different vantage points: Continuation, Influencer Perspective, and SAVEUR Readers.

None of these concepts are concrete and should be viewed as tools to help hone mindsets towards desired approach, tone, and message. If there are elements you feel are successful, catalogue them for future reference. If there are elements you think are not successful (*or worse, detrimental*), articulate why as knowing which directions you do not want to go is incredibly important when narrowing down a design.



GROWING THE EXISTING LOGO

The logo for SAVEUR Blog awards has retained a specific visual style for years. The obvious first step in logo ideation is continuing the trend. This concept involves simple block fonts that incorporate the date.

2016 LOGO

**SAVEUR
BLOG '16
AWARDS**

2017 LOGO

**SAVEUR
BLOG '17
AWARDS**

2018 LOGO

**SAVEUR
BLOG '18
AWARDS**

PROS

- Recognizable as a continuation of the SAVEUR Blog Awards without much explanation
- Very scalable in the simplicity of the design
- Will fit existing templates and stylings

CONS

- "Social" is longer than "Blog", necessitating font-size changes that interrupts visual flow
- Won't read as "new" beyond being a name change

**SAVEUR
SOCIAL '19
AWARDS**

Font Used: Neutra Text

A LOGO FOR INFLUENCERS

Food bloggers, photographers, videographers, and overall influencers have some commonality. The aesthetics seem to marry modern elegance with rustic roots. Words that describe many of the recent crop of nominees in terms of aesthetic are:

- **bespoke**
- **organic**
- **chic**
- **delicate**
- **intentional**

PROS

- Relates more to the influencer network stylistically.
- has a more refined look, while maintaining approachability.
- The interlocking shapes are a nod to the social aspect of the event.

CONS

- The delicate line work on the utensils may get lost on small scale presentations.
- The style is specific to current trends, and may need updating somewhat frequently.



Fonts Used: Didot, Neuzeit

A LOGO FOR SAVEUR READERS

SAVEUR has undergone a significant style change recently to continue its celebration of food. Three things jump out in regards to this celebration; SAVEUR embraces bold design, SAVEUR reveres the geometry of food, and SAVEUR plays with retro-chic patterning.



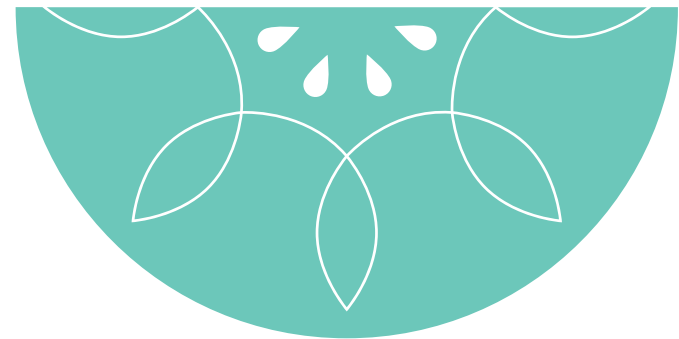
PROS

- Moderately ambiguous design can intimate several foods, from pastry to fruit
- A shield-style logo is a classic allusion to badge, prizing and awards

CONS

- It may be too conceptual
- It leans fairly hard into retro-styling, which may be polarizing

SAVEUR
SOCIAL AWARDS



Font Used: Le Jeune