
The Process

The Joy Experiment

Client needed to see several color variations in order to make a final decision

This approach is slightly outside of the initial scope of the logo development process and does add an additional cost to the overall completion of the project



A



B



C



A2



B2



A2



A2a



TJE 1



TJE 2



TJE 3



TJE 4



TJE 1b



TJE 2b



TJE 3b



TJE 4b



**TJE 1b
Royal**



**TJE 1b
Egyptian**



**TJE 1b
Cobalt**



**TJE 1b
Midnight**



TJE 1b1
Midnight



TJE 1b2
Midnight



TJE 1b3
Midnight



TJE 1b4
Midnight



FINAL
Go to website