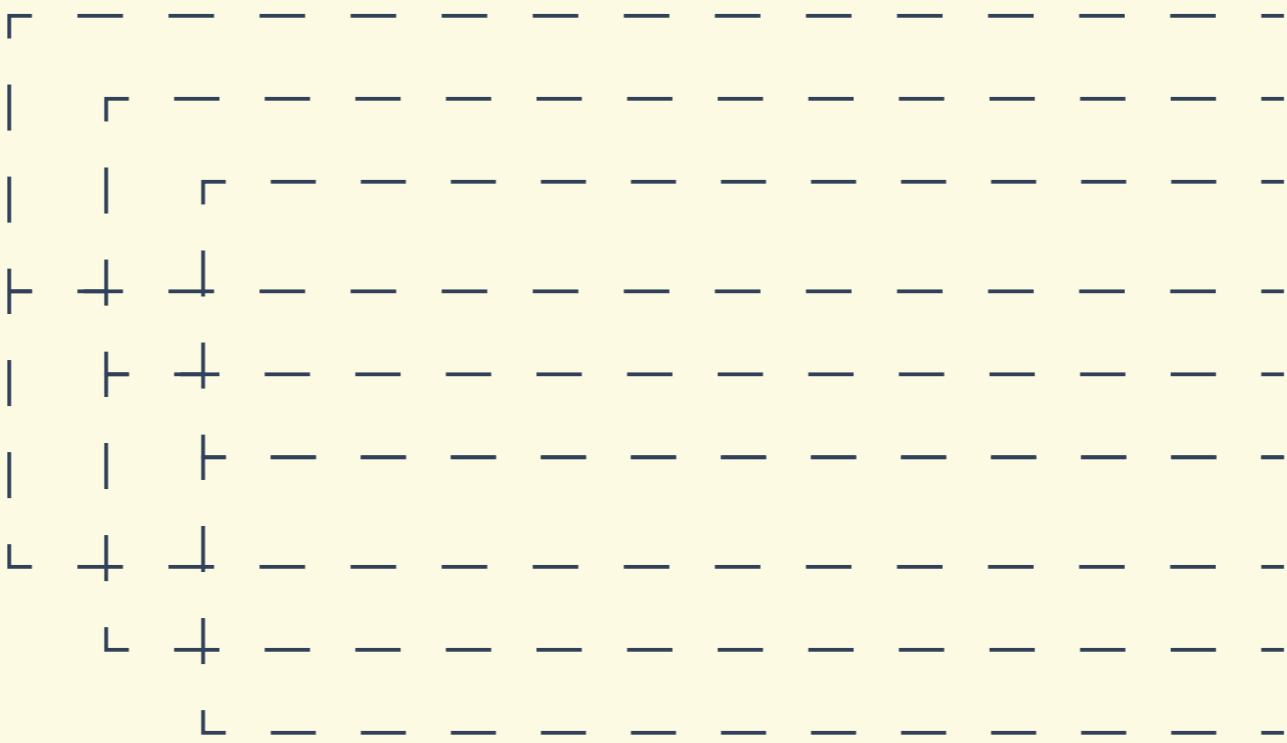


Balboa logotype and icon / development and design

BRAND ESSENCE

And what we are.



- 1. Angle/square
- 2. Golden ratio
- 3. Repetition
- 1. From input to output
- 2. Beauty of nature
- 3. Production
- 1. Materials
- 2. Design
- 3. Processing and print

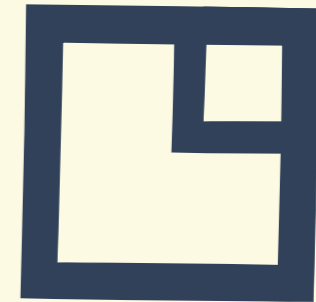
STARTS HERE

The origin of angles.

- 1. Angle / square
- 1. From input to output
- 1. Materials



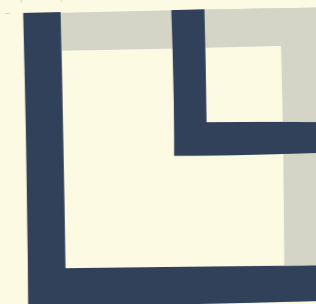
- 2. Golden ratio
- 2. Beauty of nature
- 2. Design



3.14+- ratio
between two
squares



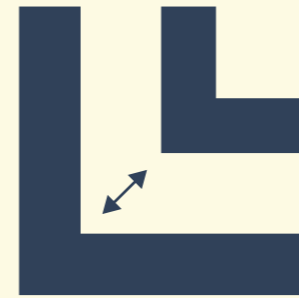
simplified
for connection
to rpp!



- 3. Repetition
- 3. Production
- 3. Processing and print

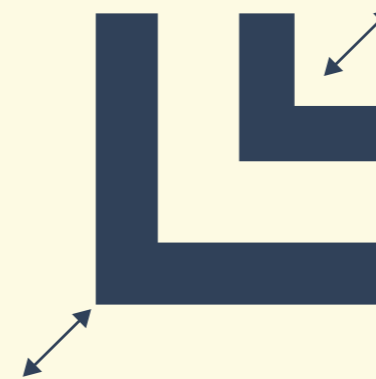
SIMPLE BUT WITH STORY

Graphic element
with three main
characteristic.



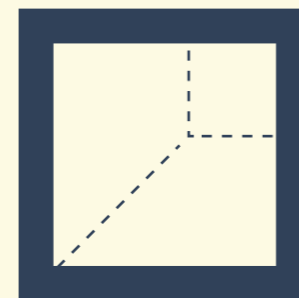
**Material input
to final product
in golden ratio.**

From input materials to final product
99% is repetition of angles.



**Infrastruktur
correlation**

Iner element in relation with
surrounding element.

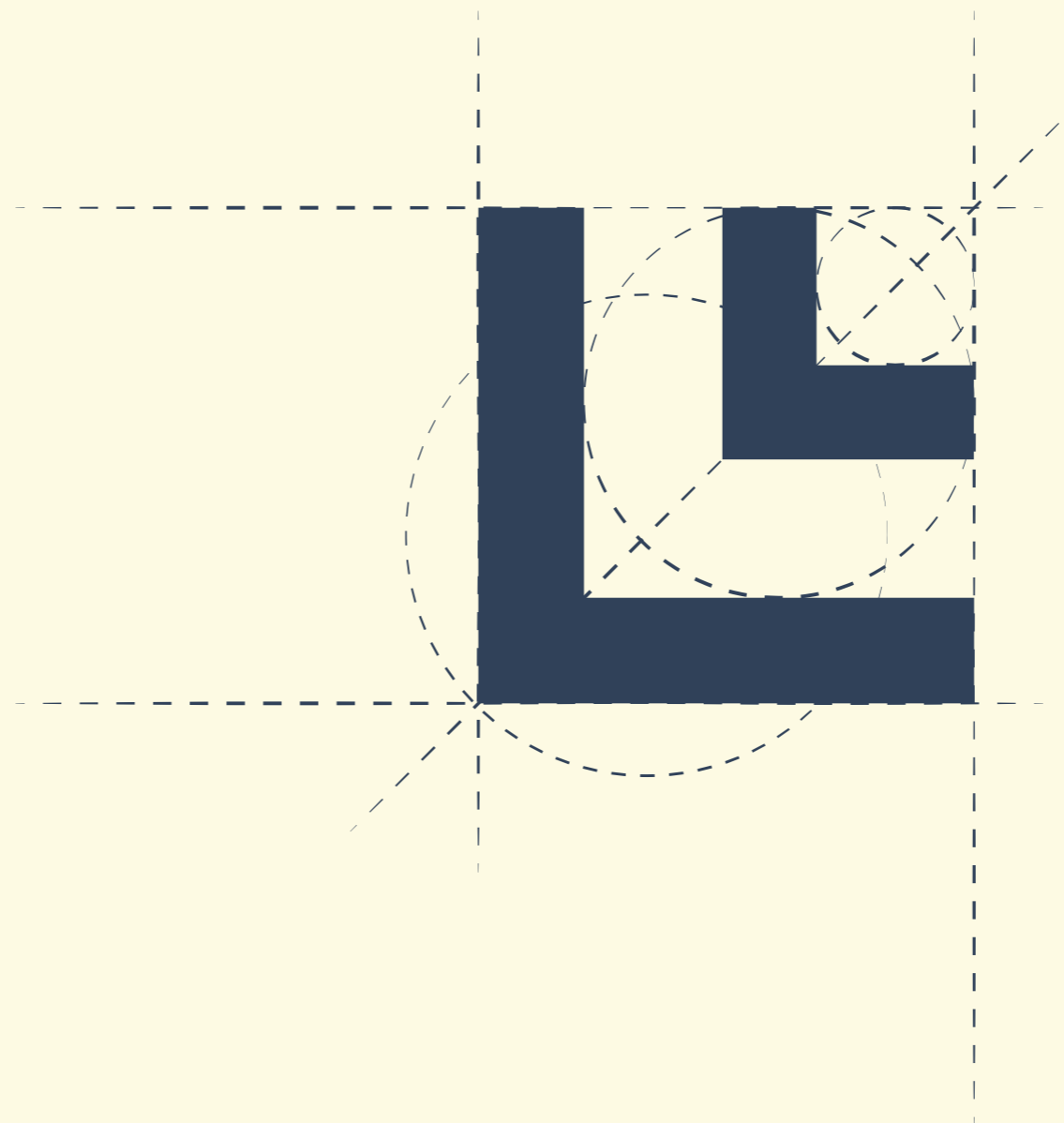


**Hidden
element**

Three-dimensional space that
present interior in logomark.

PER- FECTLY IMPER- FECT

Nature create circles,
people create angles.



Perfect ratio
Imperfect balance
Perfect square
Imperfect mass
Perfect angle

Blend of nature perfection
and people that desire to
be the same as.

LOGO TYPE

From organic
materials to
manufactured
angles.

B B O

A L A

**50% organic
oval letters**

**50% manufactured
angular letters**

Breathable and easy to read.

Perfect balance between
circular and angular letters.

Letter "L" as company icon
great focal point in middle.

BALBOA

BALBOA

BALBOA

Font's

From light to bold.

LOGO TYPE

1.simplified

1.1.logotype with integrated icon

1.2.logotype with integrated icon and tagline

2.tagline

2.1.roboto condensed regular

USE WITH/WITHOUT TAGLINE
FOR SMALLER PRINTS

1.1.

BALBOA

1.2.

BALBOA

DESIGN | DEVELOPMENT | PRODUCTION

2

DESIGN | DEVELOPMENT | PRODUCTION

LOGO MARK

3.horizontal layout

3.1.use on colorfull and complex background

3.2. use on cleaner/simple background

FOR SMALLER PRINTS

3.3.without tagline use on colorfull and complex background

3.4.without tagline use on cleaner/simple background

3.1.



BALBOA
DESIGN | DEVELOPMENT | PRODUCTION

3.2.



BALBOA
DESIGN | DEVELOPMENT | PRODUCTION

3.3.



BALBOA

3.4.



BALBOA

LOGO MARK

4.alternate portrait layout

4.1.use on colorfull and complex backround

4.2. use on cleaner/simple backround

USE WITH/WITHOUT TAGLINE FOR SMALLER PRINTS

4.1.



4.2.



APEX LOGO

IMPROVE
BRAND
VISIBILITY

5.use on colorfull and complex background

5.1. for artistic expression
(background become a part of logo icon)

USE WITH/WITHOUT TAGLINE
FOR SMALLER PRINTS

5.



BALBOA
DESIGN | DEVELOPMENT | PRODUCTION

5.1.



BALBOA
DESIGN | DEVELOPMENT | PRODUCTION

5.1.
artistic
expression



BALBOA
DESIGN | DEVELOPMENT | PRODUCTION

LOGO ICON

6.use on colorfull and complex background

6.1. for artistic expression
(background become a part of logo icon)

6.



6.1.



6.1. artistic
expression



From designer perspective

"It was very challenging to create something that connects all dots that represent Balboa company. I know it should be simple and recognizable and possibly unique. Maybe I did good job maybe not... ...future will decide.

There are some design rules that are broken and that little bit bother my mind but concept of design from my perspective is clean and have that recognizable simplicity. Only that is missing is maybe some futuristic look that everybody thrive to have this days.

We will see how market is gonna accept our new visual identity so maybe there will be some smaller refinement but not too much in concept I hope...I really like where all this going."

SINCE
20
04



When you notice angles once, you will see them everywhere.