

Business Name Formatting:

DownRight Tile and Renovations™

- or -

DOWNRIGHT TILE AND RENOVATIONS™

Tagline

Exceptional materials, warranties, and service

Colors

We are open but like colors commonly found in tiles and like the idea of having a few colors, that are bold while working well with an elegant logo that gives the impression of a “premium” home remodeling service.

Typography

The typography must perfectly match the icon. The overall logo needs to be elegant/modern and clearly convey the idea of a “premium” tile and home remodeling service. It also has to be easy to read, particularly when the logo is reduced in size.

A few sample ideas

You can probably create something better, but here are a few ideas that may help to get the creative juices flowing.



We could have an elegant / modern letter D with a tile pattern or a colorful house shape or backwall or other home improvement symbolism.

We like the idea of making the logo elegant, unique, colorful, and memorable.



This is another idea of a D with some kind of tile pattern.

Again, colorful, but we would want it to be a bit more elegant/modern.



DownRight Tile and Renovations

This is a mosaic design. We could incorporate something like this. It would need to clearly reflect tile/home renovations. Ideally with a bit of elegance while being colorful and memorable.



DownRight Tile and Renovations

We could also try distinct tile or home renovation icons next to the business name.

It would have to be unique, memorable, and give the impression of “premium” tile/home remodeling services.

We will be using the logo on...

The upcoming website

Business cards

Polo work shirts (the shirts will likely be a medium to dark color such as blue, gray, beige, brown, ...)

F150 white truck