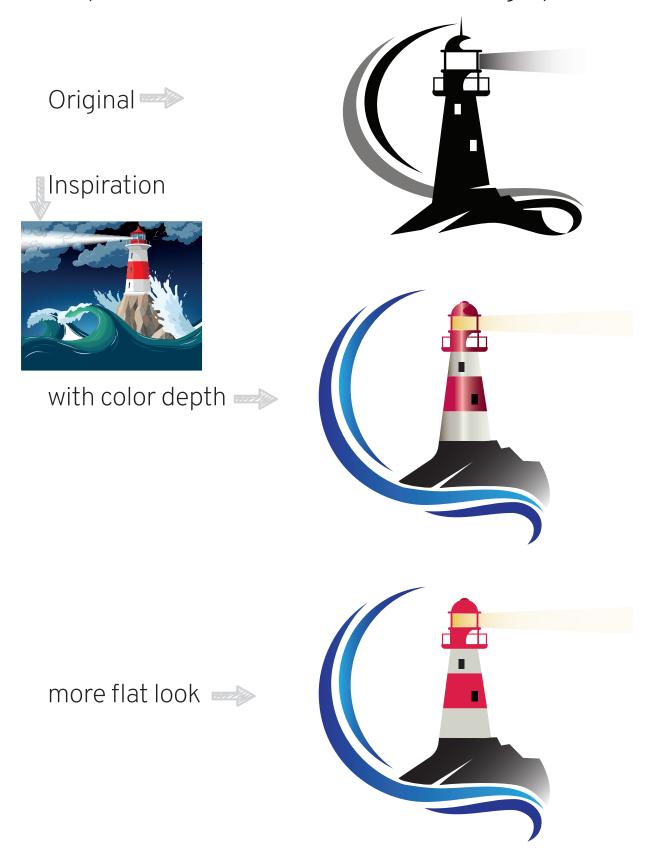# NIETO
CREATIVE

Logo Final Drafts

Beacon Funeral Partners LLC

Progression of color. Also removed the spike at the top and repositioned water at the base if the graphic.

Original

Inspiration

with color depth

more flat look

Progression with example take line.

BEACON Funeral Partners

BEACON Funeral Partners
Charting a new path to your future

BEACON Funeral Partners
Charting a new path to your future

BEACON Funeral Partners

BEACON Funeral Partners

BEACON Funeral Partners

BEACON Funeral Partners

BEACON Funeral Partners, LLC

Dropped font
Bold font
Land metalic color

➡️

BEACON
Funeral Partners, LLC

More color seperation
for waves.
Used some brown tones
in land.
Used gray instead of
opal color in tower.

➡️

BEACON
Funeral Partners, LLC

Just to see used light
font for this version.

➡️

BEACON
Funeral Partners, LLC

This is my suggestion on final output.

Maintain some of the blue in the waves, add the brown to seperate the rocky structure and keep the opal color for the tower. Maintain yellow hue for the light.

Decreased spacing between the A & C of word BEACON.

BEACON
Funeral Partners, LLC