

Variations





Watchfire Logo Redesign

Watchfire Signs

Proposed logo design for Watchfire Signs. The objective was to redesign the "original" logo.

In researching what the word "watchfire" meant, I designed a mark that represents a beacon. Since the company's product is signage, and the name of the brand insinuates the act of watching, I took the liberty to give the overall mark an eye-like resemblance, making the flame a visual focal point.

February 2018

Original Logo



Design Development













