

Hogue Hunting Logo

Today

- Review the brand main idea
- Review logo designs
- Review color palette
- Review text arrangement
- Discuss refinements if needed

Goals for logo

Communicate that Hogue is for hunters.

They currently associate Hogue with other products or don't know the brand at all.

Stand out as distinctive and compelling.

There are lots of hunting knife brands. What will make Hogue Hunting interesting? We need an angle.

Main idea

Apex Predator

Brand hallmarks

Adrenaline

The thrill of the hunt. Hogue makes other products for law enforcement/first responders, so this is not inconsistent.

Engineering

The innovative detachable blade sets Hogue apart from competitors. This same design thoughtfulness and craftsmanship should be assumed of all Hogue hunting products.

How users should feel

Victorious

“I faced a challenge and I prevailed.”

Reminders

It's rarely love at first sight.

A logo is an empty container that over time, becomes associated with memories and experiences. (But we can use it strategically to give hints!)

The customer is the audience, not the company.

Pretend you're the audience when you're evaluating.



Option 1



HOGUE[®]
HUNTING

- Predator claw marks
- Hidden H's for Hogue Hunting
- Suggests kill count?
- Feels exciting

Option 1





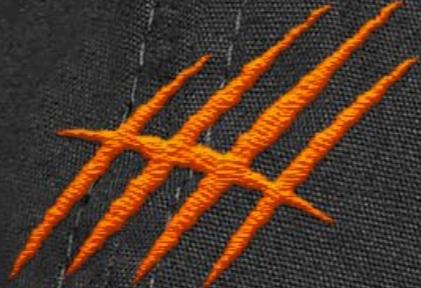
HOGUE[®]
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Option 2



HOGUE[®]
HUNTING

- Bear paw references California
- Sharp points reference knives
- Feels outdoorsy

Option 2





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Option 3



- Abstract claw
- Could be bear or cat, not specific is good
- Suggests the removeable scalpel blades
- Feels techy, suggests engineering and innovation

Option 3







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Option 4



HOGUE[®]
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- More direct: literally a predator / hunted animal
- Bear references California
- Roaring shows power

Option 4



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Logo choices



1a.



2.



3.




4.








1b.

Possible color palette











HOGUE
KNIVES

	
1225	Black
	
282	417



HOGUE
HUNTING

Option 1

			
1505 CMYK cannot match screens or Pantone in printed materials	5757	Black	417
			
158 CMYK will match screens & Pantone in printed materials	5767	Black	417

- Orange**
- Familiar to hunters
 - Matches the knives
 - Suggests excitement, daring, adventure. Good for the apex predator theme.
- Olive (if accent needed)**
- Familiar to hunters, e.g. camo
 - Suggests nature, autumn dry grass & leaves
 - Looks good with orange and calms it down

Possible color palette



Possible text arrangement



Option 1: Hunting matches Knives



Option 2: Hunting larger than Knives



Next steps

- Choose main design
- Choose color palette
- Choose text arrangement
- Explore refinements if needed
- Mini brand guidelines

Future projects? Tagline, merch, look and feel for print collateral or web banners