

Peyote
Morgan  **lead**

mind map

The journey that was
The journey that will be

22 year old
recruitment firm

Target Group

Work with business
leaders

Global Consumer and
technology business in
India.

Vision

Restore Chaos

A world where everyone
shines, through work
choices driven by
fulfillment and well being
over profit.

Promise of the
brand

Peace of Mind - Peace of
Mind If a solution exists:
will find it. If it doesn't: will
create it

Brand Character

Passionate
Unconventional
Optimistic.

Values

Learn
Dynamic
teamwork
Be optimistic

Core Messaging

LEAD

Because change is the only
constant – Lead it.

Go where no one has gone
before

Insight

David among goliaths
Krishna the charioteer
Mr. Miyagi

Attributes

Balanced, Calm, Patience, Strong, Smart,
Never give up, Always find solution

RESEARCH

Idea

The idea evolved from the fact, how great leaders around the world had been able to inspire people, show the path and push them forward. How leaders tell you to work as a team and not in silo.

How great leaders believe in what they believe.

How great leaders in the most difficult situation stand tall and not back-off

Why great leaders eat last

Those who work hardest to help others succeed will be seen by the group as the leader or the 'alpha' of the group. And being the alpha – the strong, supportive one of the group, the one willing to sacrifice time and energy so that others may gain – is a prerequisite for leadership."

Unselfish

They protect others

Evolution of leaders

Leaders are not born, they are made with time. How great leaders evolve through great observation and a greater vision which is selfless and more focused towards the growth of larger group than personal.

It is amazing to see how great leaders adapt, evolve & survive.

Strong leadership is a biological imperative in any group situation

Common traits

Doer's and not just thinkers

Integrity

Trust

Strong belief

Clear goals

Never back off

Always move forward

Calm and composed mind

Why we have sculptures of leaders

The story of great leaders continue to inspire people through monuments and sculptures. This is the medium used to tell a story and help people remember them.

Einstein said - Generations to come, it may well be, will scarce believe that such a man as this one ever in flesh and blood walked upon this Earth.

Iconic Evolution through time

It may all have started with kourous, a human sculpture by Egyptians and how they made it dynamic with time by just moving one foot forward showed the static sculpture in movement.

Then Romans and Greeks started depicting it in the most idealistic and almost real form.

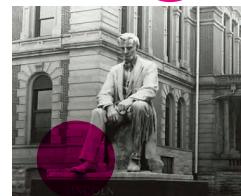
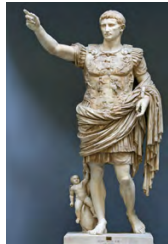
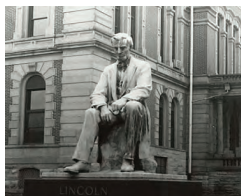
As time passed artists started studying human body in detail and figures started getting real.

Concept & Design Evolution

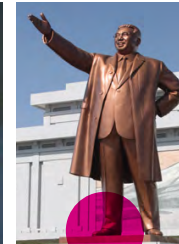
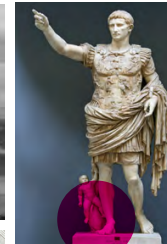
Insigh & Idea

Sculptures of great leaders

References



Observation



Analysis

A strange observation led to the evolution of the logo.

References of great leaders from different cultures, have a common similarity. They are represented in a certain way.

A common symbolism. In motion, moving forward, abolish, never stop.

A belief from Egyptian to Greek and rest of the world following. Their right foot is always forward. This symbolizes that they always move forward, dynamism, they never stop, a sense of confidence.

WHAT'S IN THE NAME

Hmmm tough question, But the identity is right there. It has a signature value. We have plenty of examples around us with Brand name being the signature name.

Hence we decided not to dilute the name.

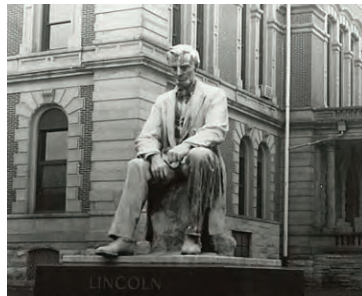
We decided to integrate name and concept together.

We decided to create a symbol that conveys the concept and also play with spaces and layout to retain the identity.

It was not just about creating a symbol but retain the identity also.



TRANSFORMATION OF IDEA TO DESIGN



GRID FORMATION

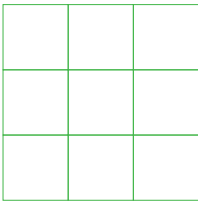
Structure

Symmetry

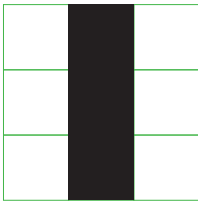
Balance

Concept Integration

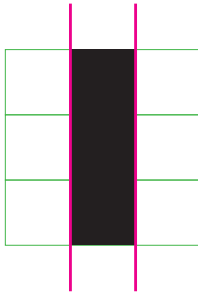
SQUARE GRID



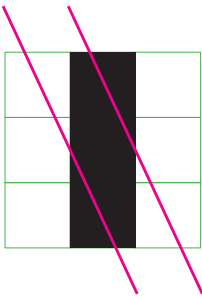
MINIMISING



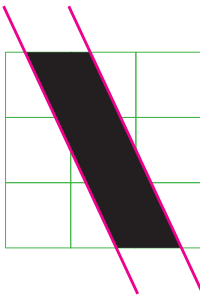
PARALLEL LINES



CONCEPT INTEGRATION



25 deg TILT - Andante
(normal walking pace)



THE MONOGRAM



VISUAL



THE MONOGRAM



The monogram interprets the concept of lead and references from great leaders sculptures. The three parallel lines tilted -25deg represents the legs moving forward at a normal walking pace (Also called andante in italian msical term). The concept is simplified using grids and basic shapes. The monogram is dynamic, strong and calm.

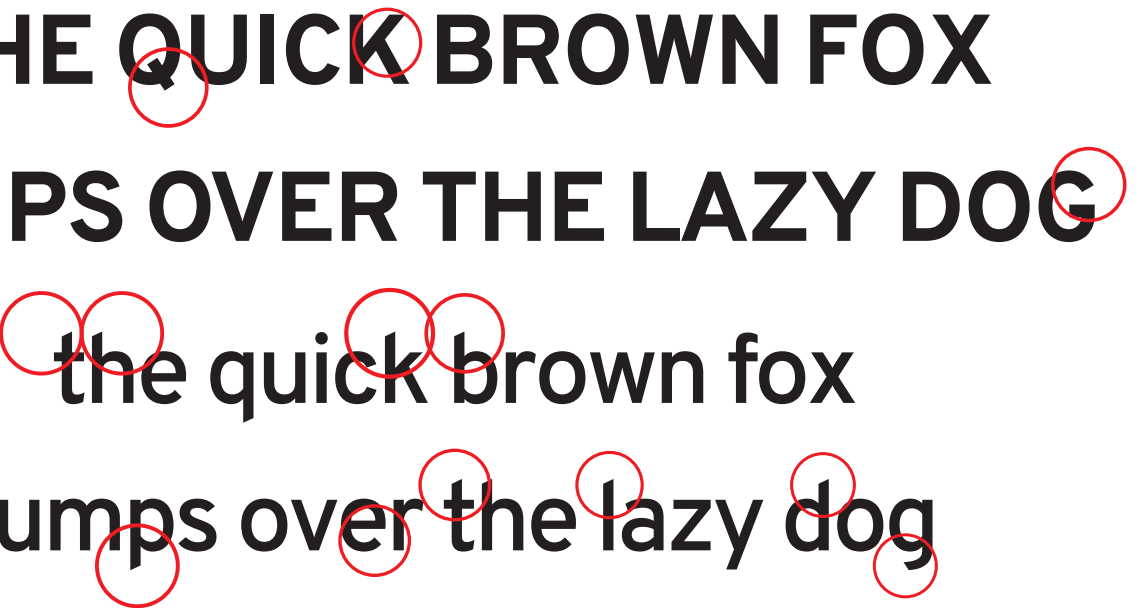
TYPEFACE

NEUTRAL TYPE

STRONG

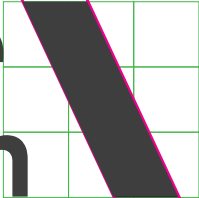
EDGY

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG
the quick brown fox
jumps over the lazy dog

The image shows three lines of text. The first line is 'THE QUICK BROWN FOX' in a bold, uppercase sans-serif font. The second line is 'JUMPS OVER THE LAZY DOG' in the same bold, uppercase sans-serif font. The third line is 'the quick brown fox' in a lowercase sans-serif font. The fourth line is 'jumps over the lazy dog' in a lowercase sans-serif font. Red circles are drawn around specific letters in each line: 'Q' and 'B' in the first line; 'G' in the second line; 't', 'q', 'b', 'r', 'n', 'f' in the third line; and 'j', 'o', 'v', 'e', 'r', 't', 'h', 'e', 'l', 'a', 'z', 'y', 'd', 'o', 'g' in the fourth line.

SPACE & TYPE
INTEGRATION

Peyote
Morgan



lead

COLOUR CONTRAST



TONES

DESATURATION

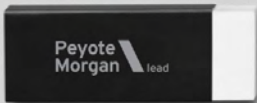
SYNC

PALETTE



SIGNATURE

Peyote
Morgan  **lead**



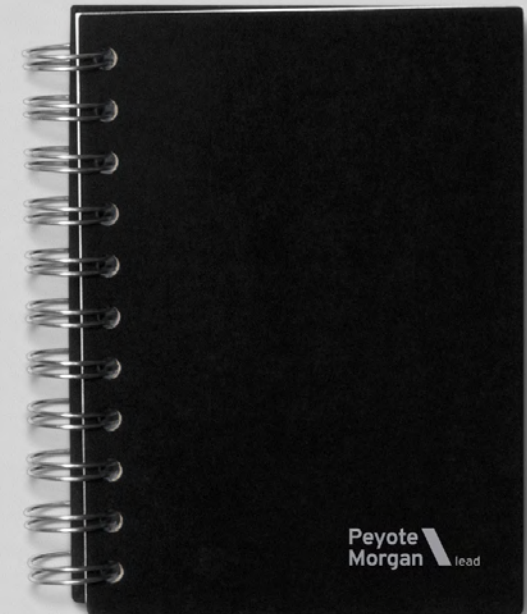
**Peyote
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“On May 19 remind me
it's dad's birthday”

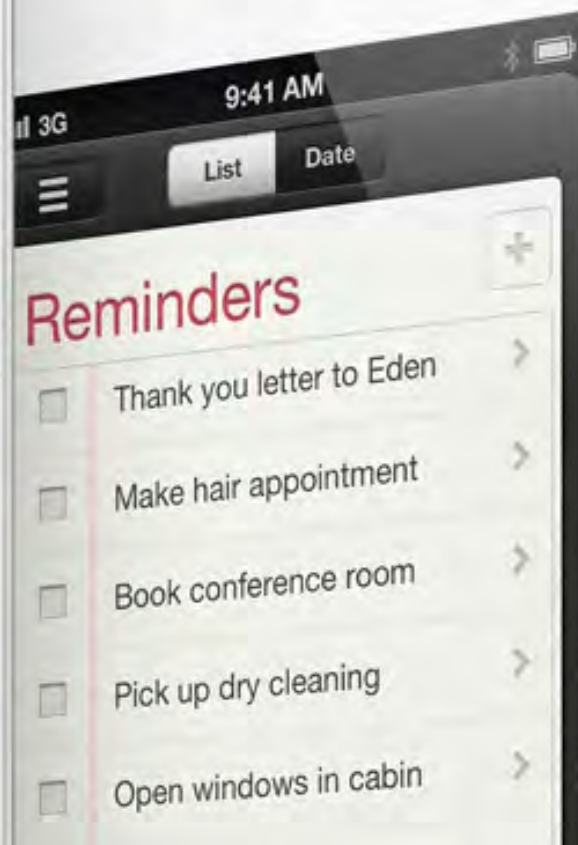
Here's your reminder for May
19, 2012 at 9 am:

19 Saturday
May 2012

☐ Dad's birthday
5/19/12

Cancel

Confirm



Identity Designed by:

