

CASE STUDY

MITCHELL DIGITAL - LOGO DESIGN

BRAD LAYTON

WHO

Mitchell Digital is a new startup web design & development agency located in the North East of England.

They were looking for a well suited, contemporary, simple logo for their new business.

BRIEF

I'm looking to brand brand brand. I think this is going to be the most important for me to have a solid and clean base going forward. I need a solid, simple brand that will last me for years.

I would like to have a square icon with my logo, so I can have either the icon, icon and text or icon and text portrait. Definitely a Sans Serif font.

**MAIN
LOGO
DESIGN**



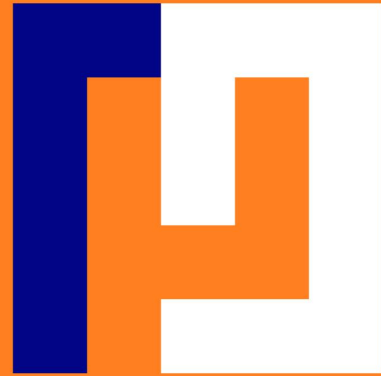
The logo features a stylized 'M' icon on the left, composed of a blue vertical bar on the left and a white shape on the right. To the right of the icon, the word 'MITCHELL' is written in blue uppercase letters, and the word 'DIGITAL' is written in white uppercase letters below it.

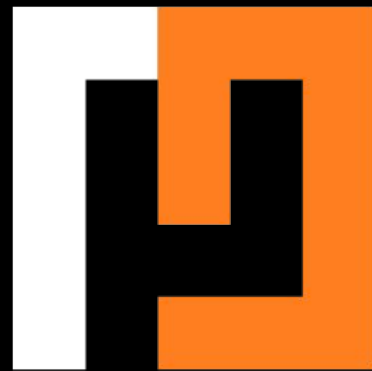
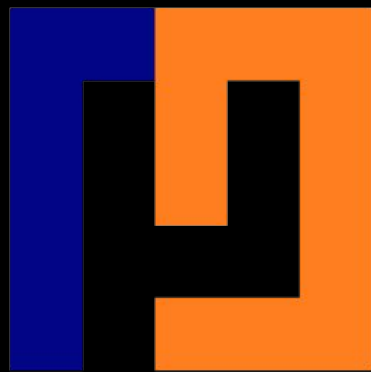
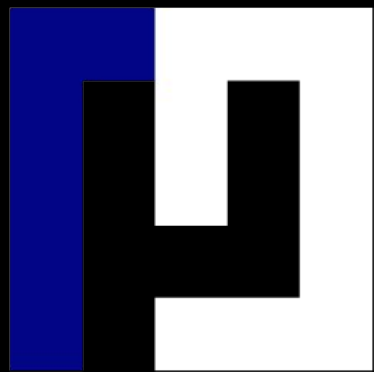
MITCHELL
DIGITAL

The logo features a stylized 'M' icon on the left, composed of a white vertical bar on the left and an orange shape on the right. To the right of the icon, the word 'MITCHELL' is written in white uppercase letters, and the word 'DIGITAL' is written in orange uppercase letters below it.

MITCHELL
DIGITAL

**SECONDARY
LOGO
DESIGN**





**LOGO
IN USE**



 MITCHELL
DIGITAL







FEEDBACK

“I wanted to get my new company off to the right start and the branding was key to this. After working with Brad on some past projects I knew he was the guy to achieve this.

He quizzed me about the company, what we would be doing and what direction I wanted the branding to go.

We were soon on the right track and he delivered top quality work in a very short space of time.

I can't thank or recommend Bradley Layton Design enough!!!”

WWW.BRADLAYTONDESIGN.CO.UK

BRAD LAYTON
