

Presentation  
Benitses, 24. July 2017

# Argo

## Logo & Corporate Design

Design by:

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# Storyboard

1. The Order
2. Analytics (What we have)
  - 2.2 The Situation
  - 2.3 Story behind
  - 2.4 Get everything together
  - 2.5 Logo Elements
  - 2.6 Shape
  - 2.7 Color
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3. The Logo Design
  - 3.1 Shape
  - 3.2 Color
  - 3.3 Typo...
4. The new Logo

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  - Poolbar
  - Kitchen
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- base it on the Story of the „Argo“
- use a Sailboat-Shape, Sail etc.

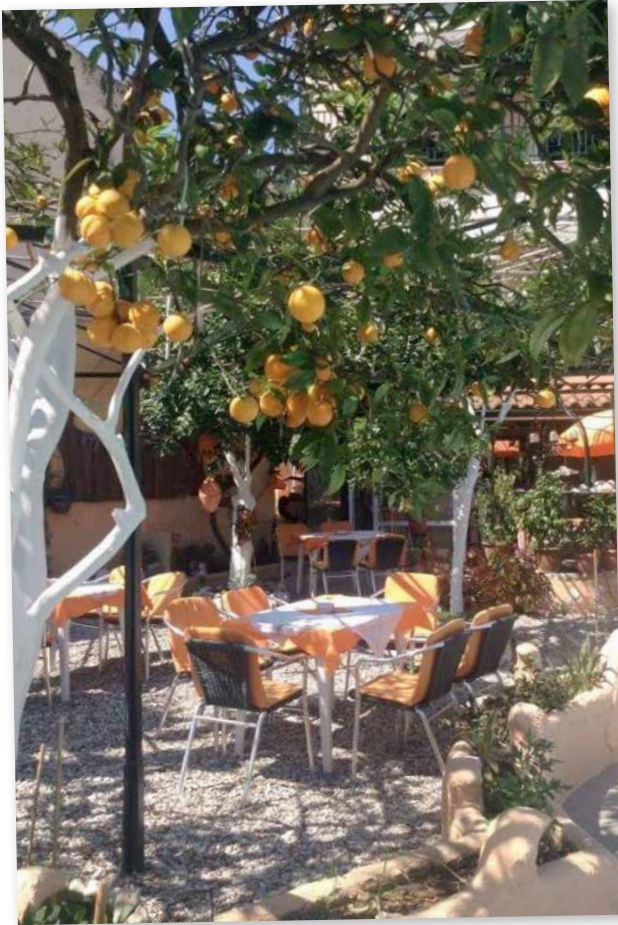


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- use a Sailboat-Shape, Sail etc.
- use the colors Orange and light Blue

## #2 What do we have?



## #2.2 ...The Situation

- a good running and familiar „Company“
- a very relaxing, clean and good Atmosphere
- People arrive and feel like at Home
- each Person (Customer) is handled as an Individual
- compared to an all incl. Hotel we have Heart and Soul

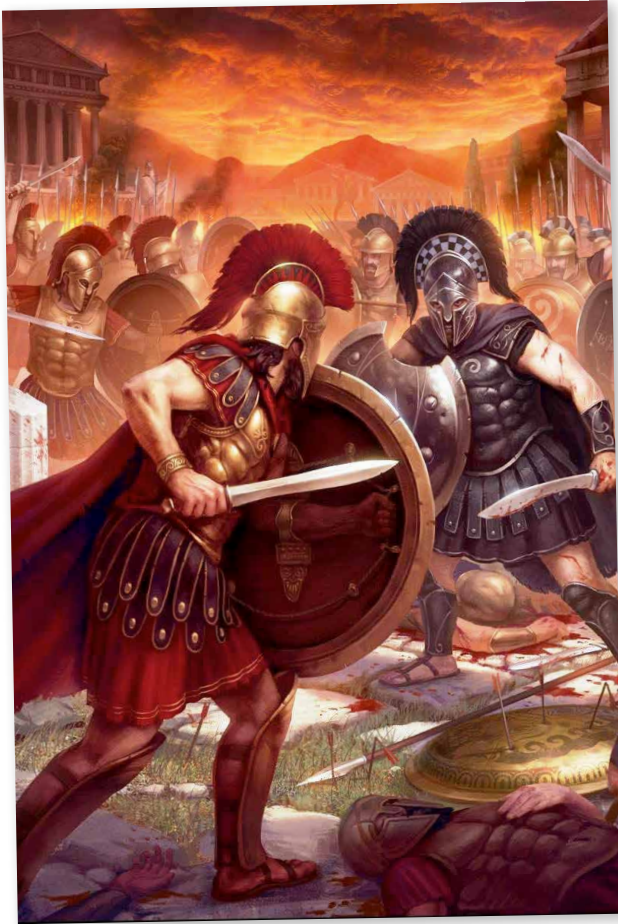
### **Customers:**

- Cupples, Familys older People with one common Sense:  
*They´re all enjoing ther Hollidays as part of the „Argo Family“*

### **Environment:**

- Pool with Bar / Kitchen and Accommodation
- Car Rentals, Laundry etc...  
best described as: *full Service Hollidays*

## #2.3 The „ARGO“ Story



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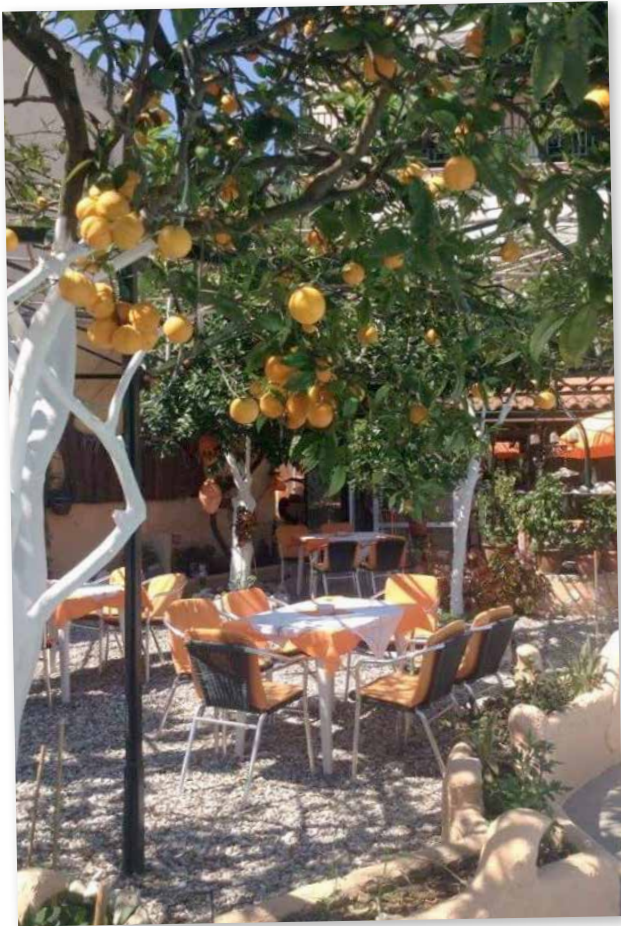
- 50 very brave and strong Men (Heroes)
- 1 very fast Ship (50 Rowers and 1 Sail)
- on a Mission to get the golden Fleece from Kolchis

The Possibility to get killed, either by the two „moving Rocks“ at the Bosphorus or by the Dragon who was protecting the golden Fleece...

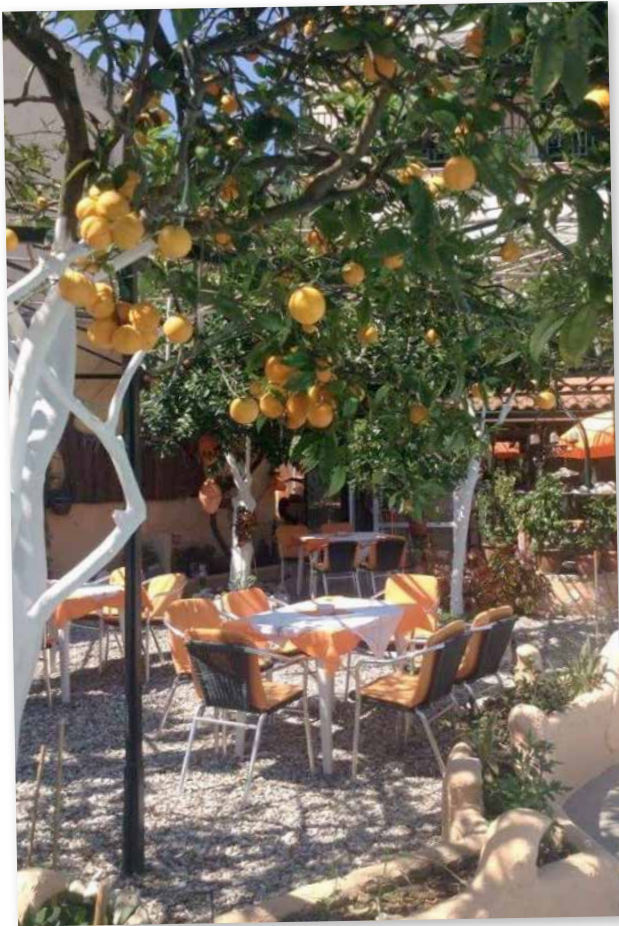
An Action Story...

## #2.4 ... how to get it together

# Relax...

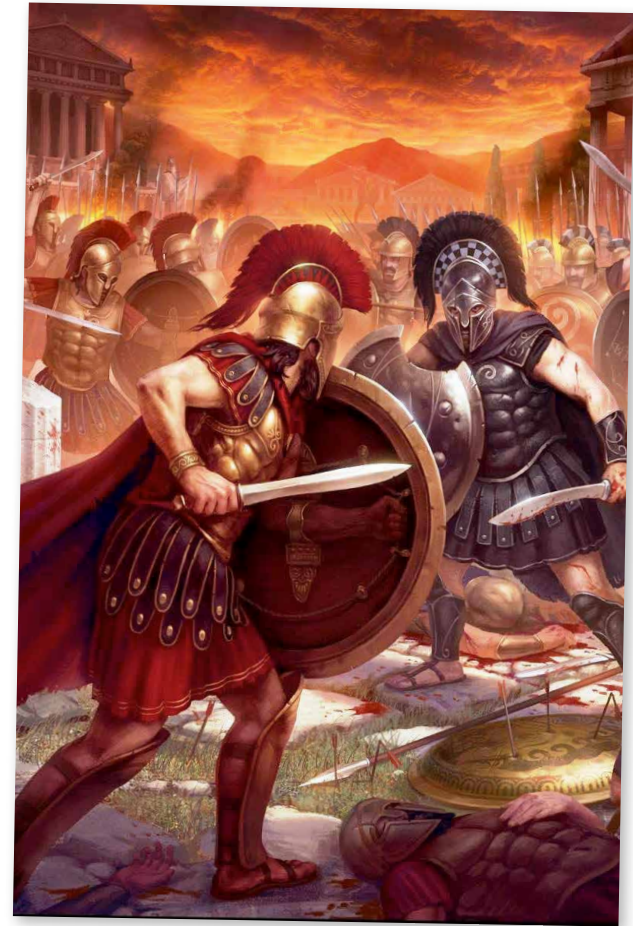


Relax...



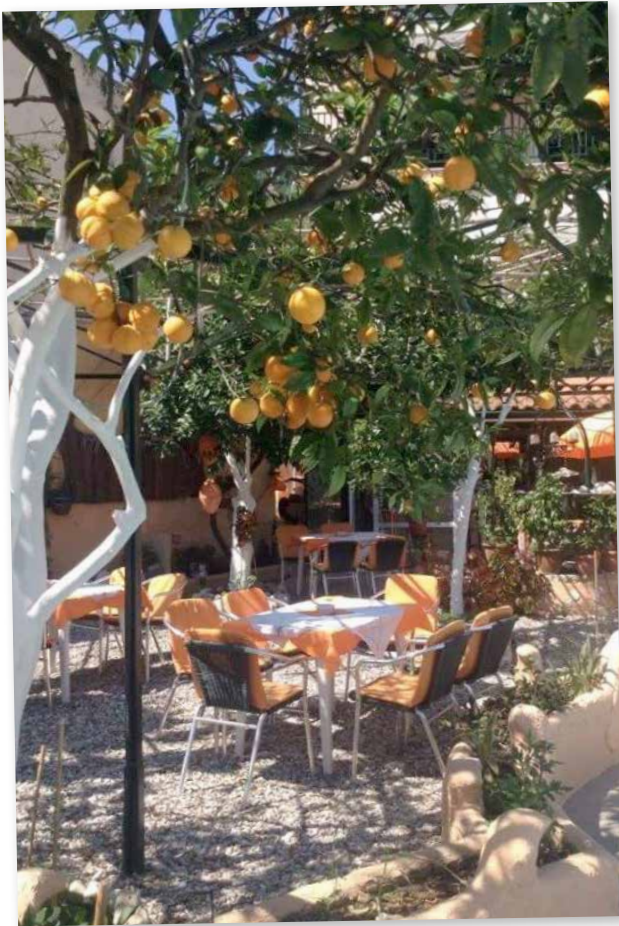
&

Action...



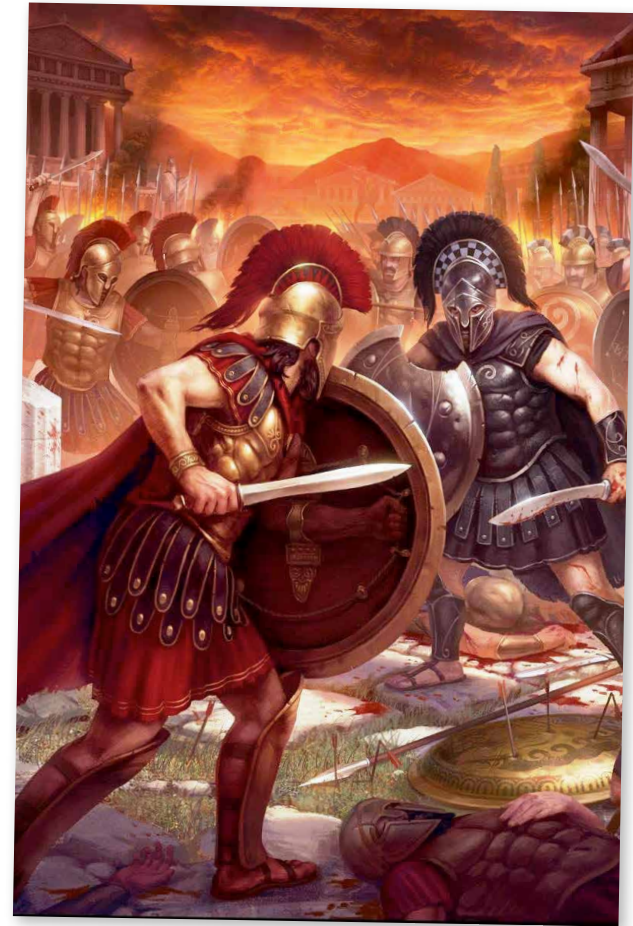


Relax...



&

Action...



## #2.5 The Logo Elements

## #2.6 The Shape

SHAPE:  
The Ship „Argo“

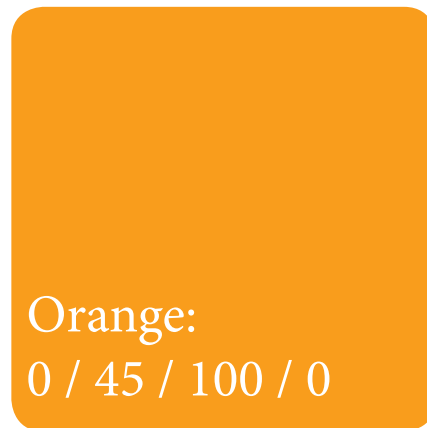




## #2.7 The Colors

COLOR:

Bright Orange / light Blue



A



## #2.8 The Typography

TYPOGRAPHY:

I choose „Minion Pro“

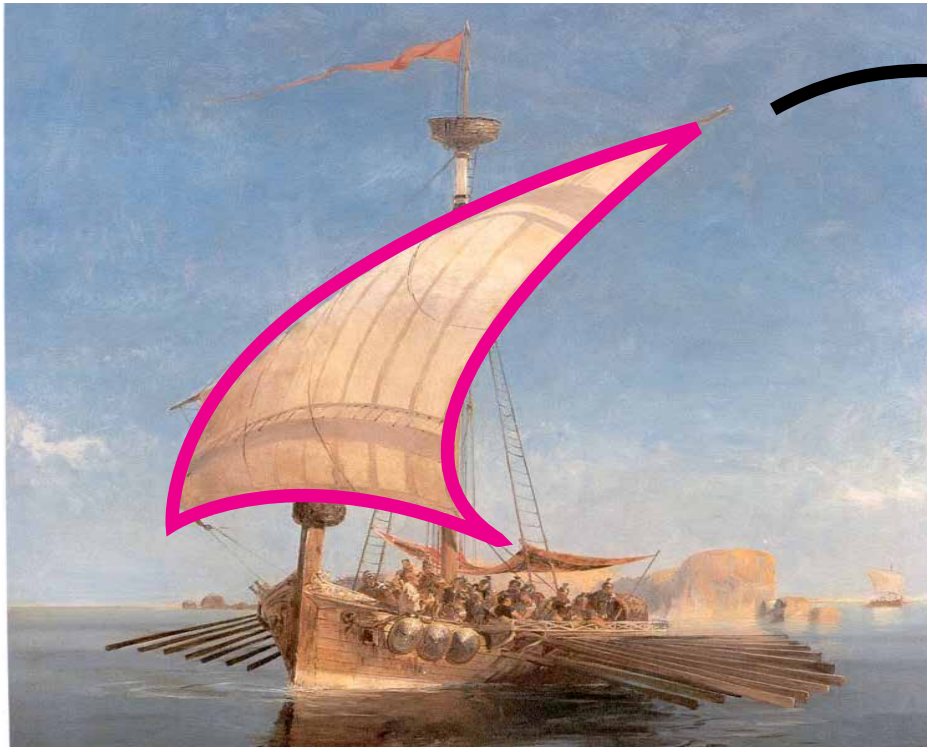
# ARGO

- Serious Letters with an upright Spirit
- round and dynamic Shapes close to Sails or Waves
- Serifes standing for an „old Tradition“
- The Typo color (80% Black) presents the Name smooth and serious

## #3 The Logo Design

## #3.1 The Logo Design

THE SAIL SHAPE OF THE ARGO:



A



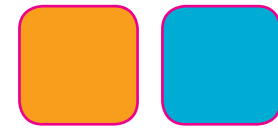
## #3.1 The Logo Design

+ THE HULL SHAPE OF THE ARGO:





A



## #3.2 The Logo Design

+ THE WAVE OF THE BOW



A first Idea of what the new Logo could Look like.

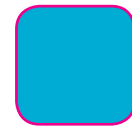




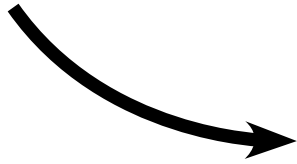
## #3.3 The Typography

LET´S COMBINE SHAPE AND TYPO

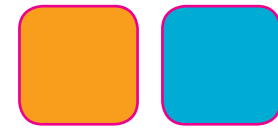




The Shape of the Sail  
is our perfect Letter A:



A



Let's change the Sail shape a bit,  
put in the Reef Lines of the original Sail  
and finish the Word with the Typo Minion Pro...







OK...

we now createt a nice Logo out of what we got!

But i still have the feeling that the **Action** of the historical Argo Story and the **relaxing** „Home“ we want to Brand, is not geting together smothly.

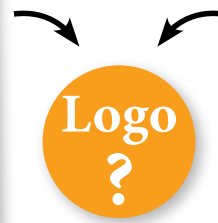
I just dont see 50 sweating, rowing Heroes, fighting about ther lifes at the Pool-Area of the Argo in Benitses...

Relax...



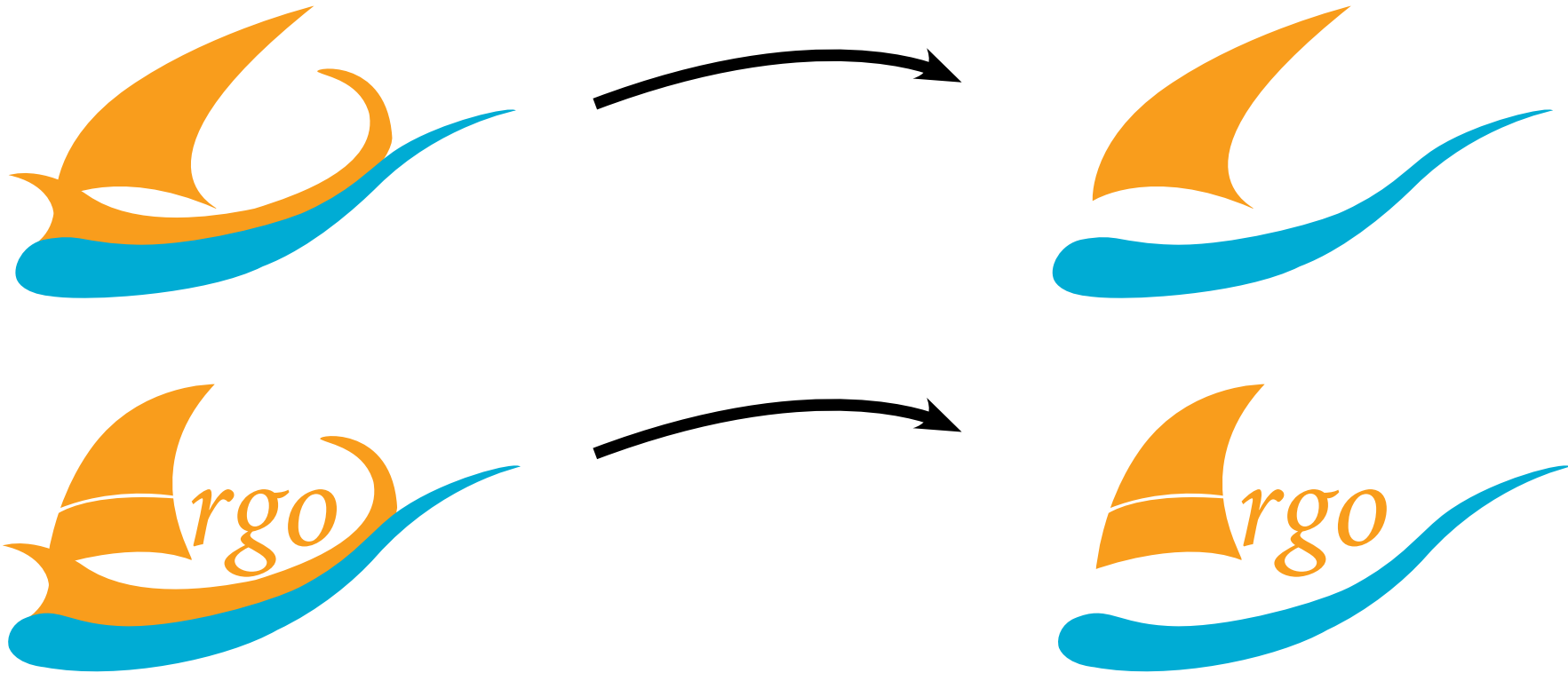
v.s.

Action...



let's go one step further...

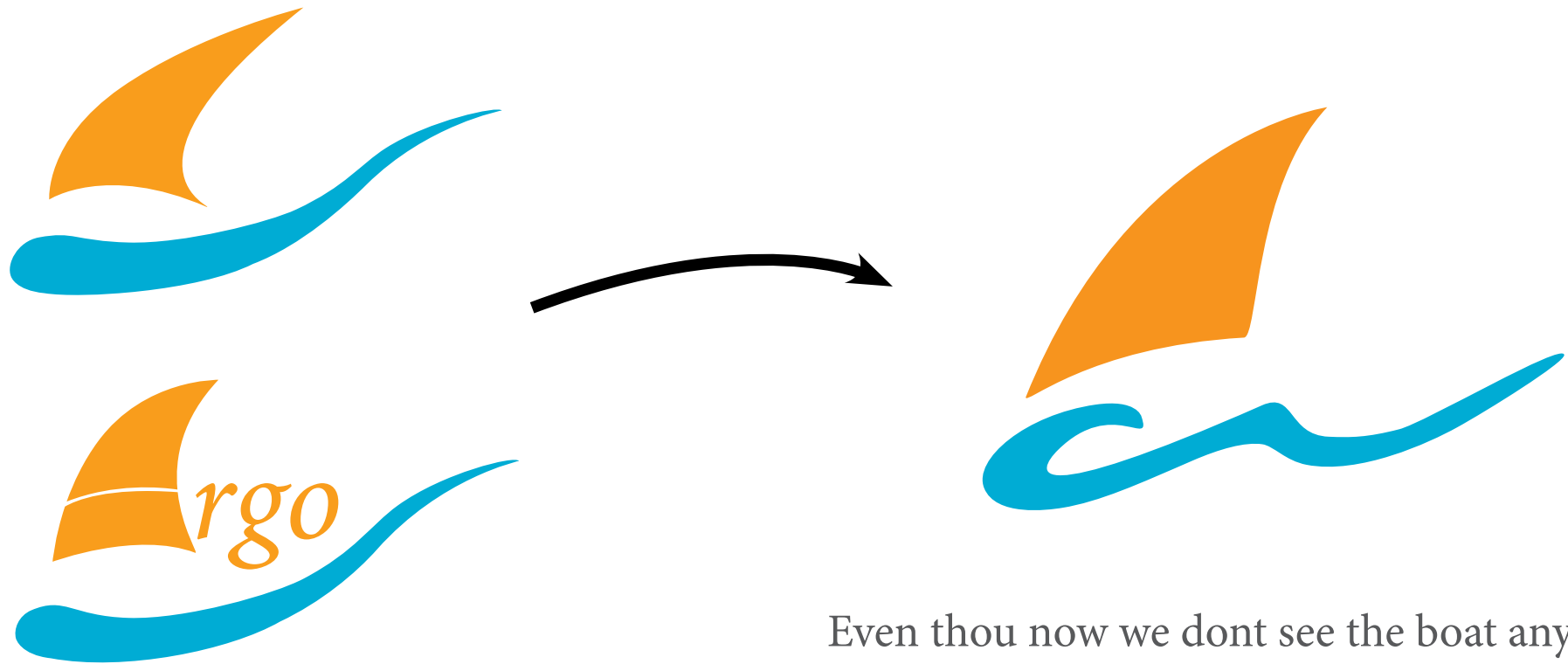
AND GET RID OF THE BOATSHAPE





# Add Dynamic to the Shapes

CHANGE THE BOW-WAVES



Even thou now we dont see the boat anymore  
we know that it is a fast and well sailing one!

# The new Visual

A HINT OF THE MESSAGE IN MODERN LINES



Now let's pick up the Brand again



ARGO  
YOUR HOLLIDAY HOME

add the Message



ARGO

YOUR HOLLIDAY HOME

---

HOME • POOL • RESTAURANT • BAR

# and complete The Story with a Hint

THE FEATHER OF THE BIRD  
THAT MADE THE PASSAGE OF BOSPORUS POSSIBLE



# Presentation: Argo, CI & Logo



ARGO

YOUR HOLLIDAY HOME

---

HOME • POOL • RESTAURANT • BAR



ARGO<sup>o</sup>

YOUR HOLLIDAY HOME

---

HOME • POOL • RESTAURANT • BAR









ARGO<sup>o</sup>

YOUR HOLLIDAY HOME

---

HOME • POOL • RESTAURANT • BAR



# Extra

LET´S BRAND THE AREAS





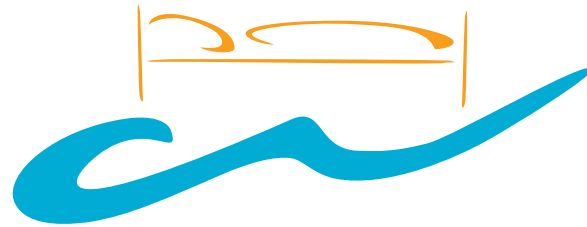
POOL



RESTAURANT 



KIT   EN 



ACCOMMODATION





POOLBAR 

# Thank You.

Andy Stenzel, graphic under sails

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