



## Symbolism

The crisp capitalised letter K communicates a clean deliberateness, combined with curves and rounded edges that reference the physical construction of a kerb.

## Type

The simple, sans serif is uncluttered, legible and suggests a well-founded and knowledgeable company.

## Colour

Orange conveys a strong, vibrant, and contemporary message, which is further emphasised by the stark contrast of charcoal.





# KERB NATION



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## Symbolism

In this more industrial approach, the letters K and N are contained in a three-dimensional shape, forming a crest-style image to illustrate authority and strength.

## Type

The sharper uppercase text is also associated with authority and strength, to compliment the graphic element.

## Colour

In colour psychology, orange represents confidence and success, while blue represents security and trustworthiness.





# KerbNation



## Symbolism

The straight lines, angles, and geometry of the graphic symbolise structure and order, while the stylised diamond shape suggests a high-quality service.

## Type

A sans serif is used once again here, this time using title case to separate the words and serving as a median between the previous two logo concepts.

## Colour

Red adds a sense of energy and action to the more corporate, reliable blue.

