



OVERVIEW

In August 2021, Harbor Pros engaged Allovus to create a standout visual brand identity on a modest budget. The project encompassed everything from a logo, typefaces, and color palettes to the layout of branded materials, including business cards, promotional items, and truck wraps. The design solution also needed to translate seamlessly to a website, accommodate mobile apps, and support an engaging social media presence.

We're proud of the work we did for Harbor Pros. Crafting a strong visual brand identity requires skill, creativity, and attention to detail – just like the expert handyman service they provide.

DISCOVERY

Building from the ground up

During our initial discovery, we identified key elements that defined the tone and personality of the brand, providing inspiration for developing its identity.

A masculine mood board

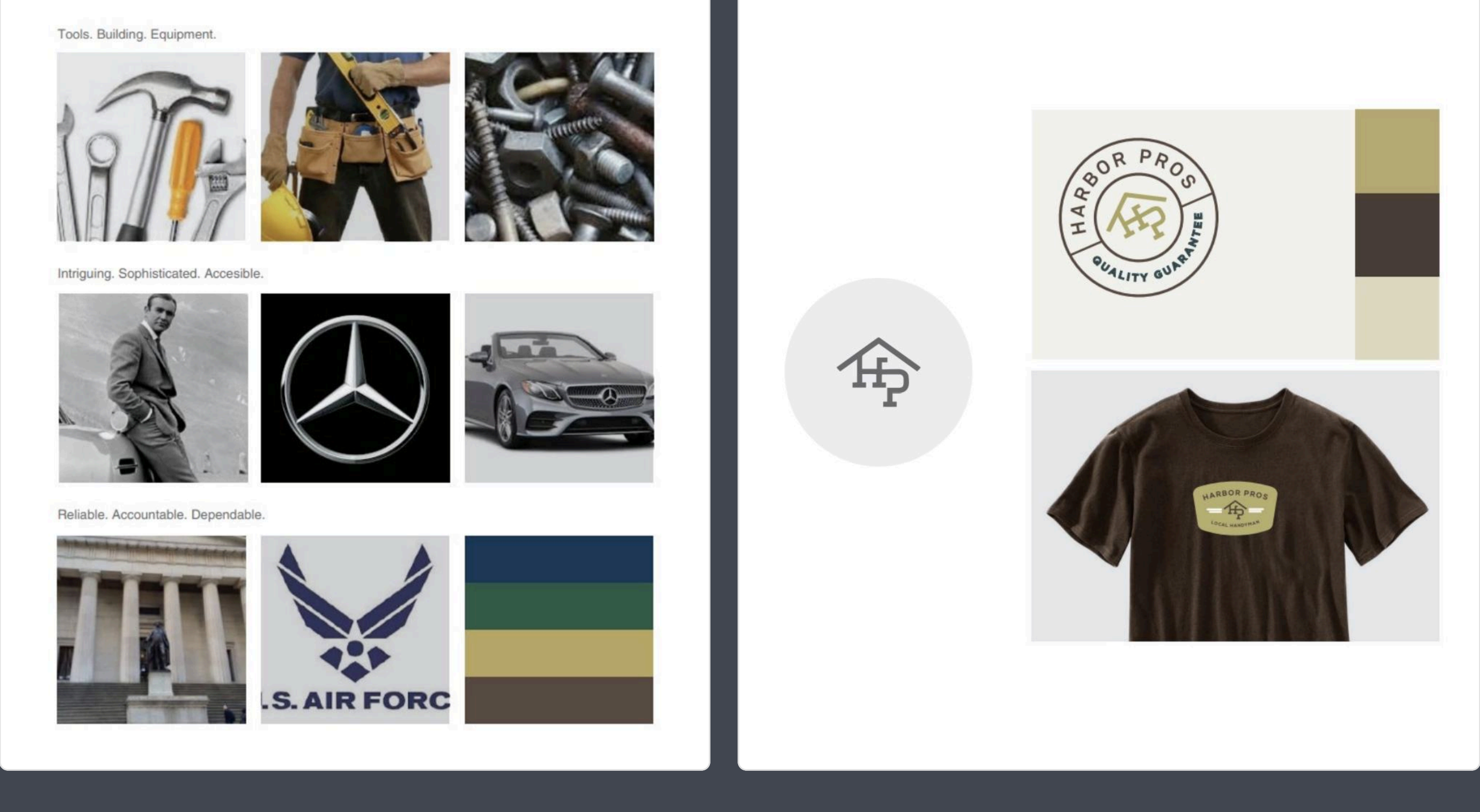
The words we selected in collaboration with our client spanned from the tangible and material to the abstract and emotional. As we curated imagery to represent these concepts, we created a visual inspiration collection – or mood board – that felt down-to-earth, accessible, and dependable.

**Duration**  
August 2021

**Project**  
Visual Design  
Illustration

**Tools**  
Figma  
Illustrator

**Roles**  
Illustration  
Branding



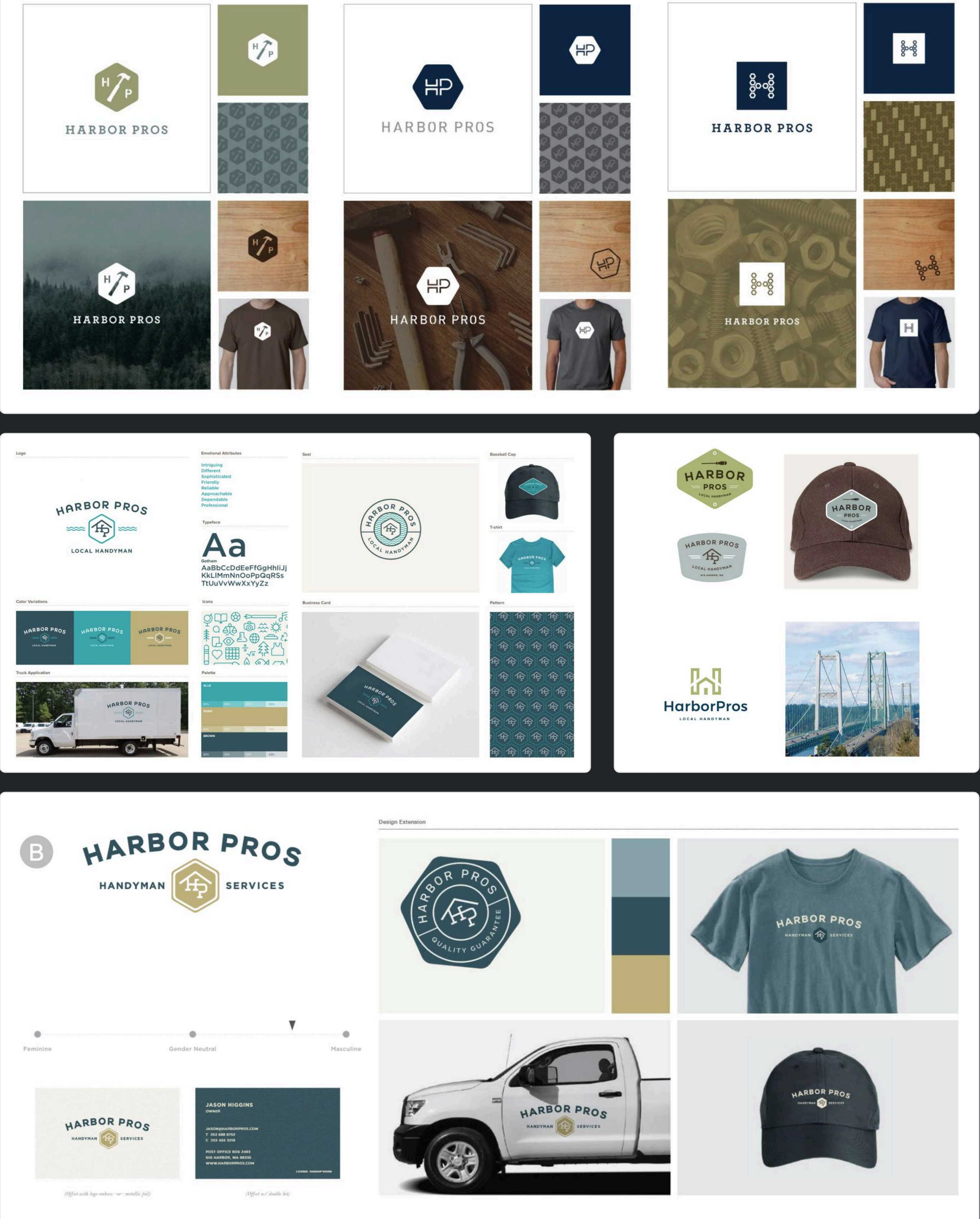
CONCEPTING

Multiple ideation cycles

Our first round of ideation centered on the core of any visual identity: a logo. We quickly explored a myriad of ideas – shapes, colors, and type – but also patterns, textures, and backgrounds.

Tighter explorations

Additional explorations focusing on fonts, color palettes, and applications helped to refine direction further.



FINAL WORK

Finding the DNA of the brand

The new Harbor Pros logo was clean, elegant, and recognizable across all types of media – from websites, to business cards, to the sides of a truck.

