



Campbell

P H O T O G R A P H Y





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PHOTOGRAPHY



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photography



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Originally, I created six distinct logo concepts for Campbell Photography. From those, I narrowed the selection to the top three shown below, but I included the remaining three as well so you can see the full range of directions I explored. All six designs connect back to the aesthetic established in my moodboard and align with the visual direction the client described. Each concept reflects a different way of expressing the brand's personality while staying true to the client's vision.

- The first logo has a polished, traditional look that communicates professionalism and trust. The serif type and framed camera icon create a stable, established feel.
- The second logo is a more modern, emblem-driven mark built around a shutter circle and "CP" monogram. It's clean, recognizable, and versatile, especially for watermarks, social icons, and branded materials.
- The third logo has a light, boutique style that blends a thin uppercase wordmark with a softer handwritten "photography." It feels personal, artistic, and approachable.