My first ‘visit’ to Little Bay was via Google and an overhead map. I was interested in the shape of the bay. The gentle undulations of the coastline gave me the idea to create a landscape shape.

The water was added.

Then came the typography. ‘LITTLE BAY’ – Ottomatt Bold
‘COMMUNITY OF SCHOOLS’ – Ottomatt Book

The sand and the pebbles

... and finally, the seagulls
The logo and some of its elements could be used as useful devices for promotional material.

Option 1

**LITTLE BAY**
COMMUNITY OF SCHOOLS

Option 2

**LITTLE BAY**
COMMUNITY OF SCHOOLS

Against a dark background