

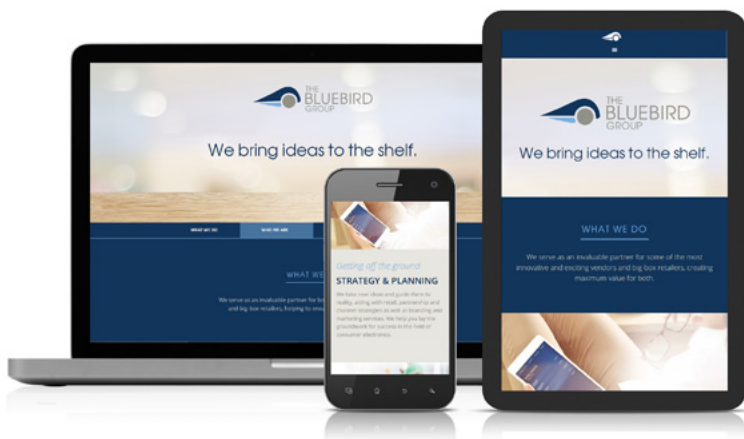


HELPING A BRAND TAKE FLIGHT

The Bluebird Group came to Cazarin with only a name and a great business idea. We worked together to develop a modern, yet timeless visual aesthetic that would effectively communicate their brand story and launch their business upward.

DEVELOPING THE BRAND

Through an iterative process, we explored a variety of unique logo designs. The end result was a logo that was memorable, innovative, and timeless.

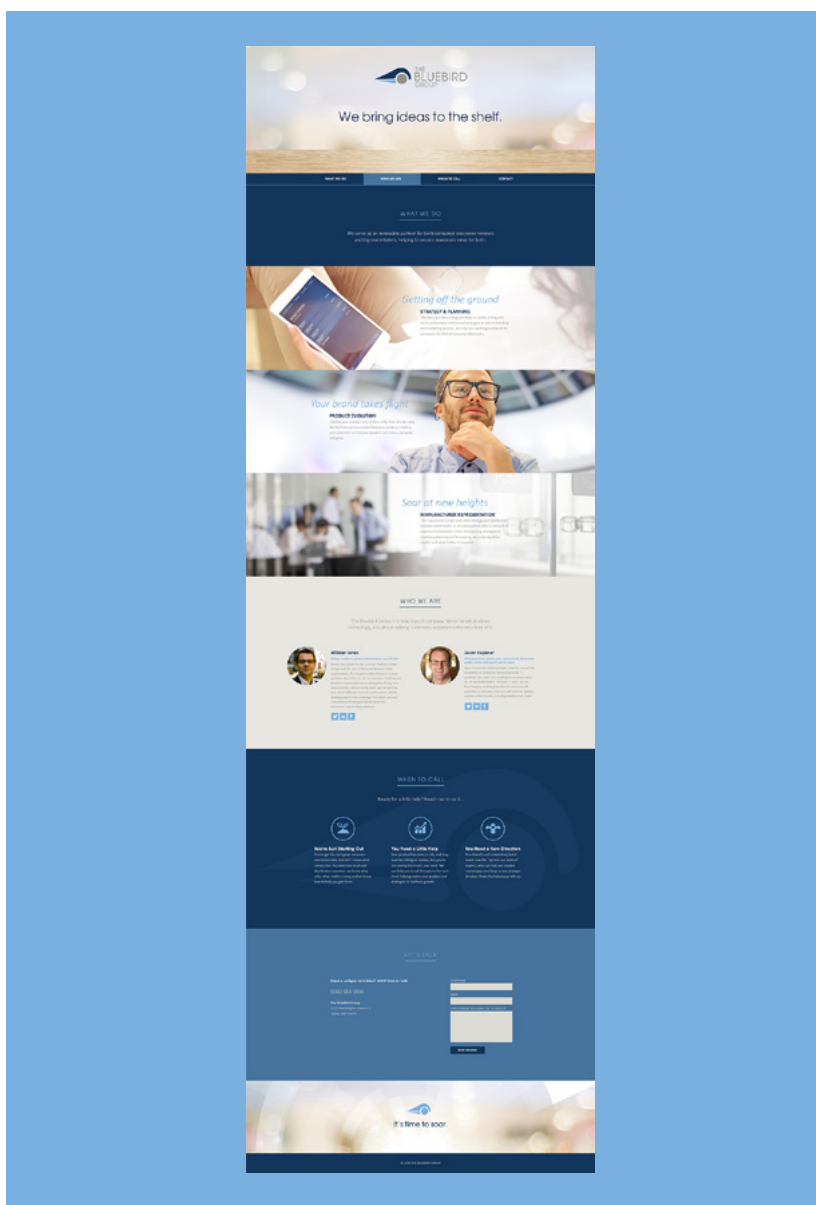
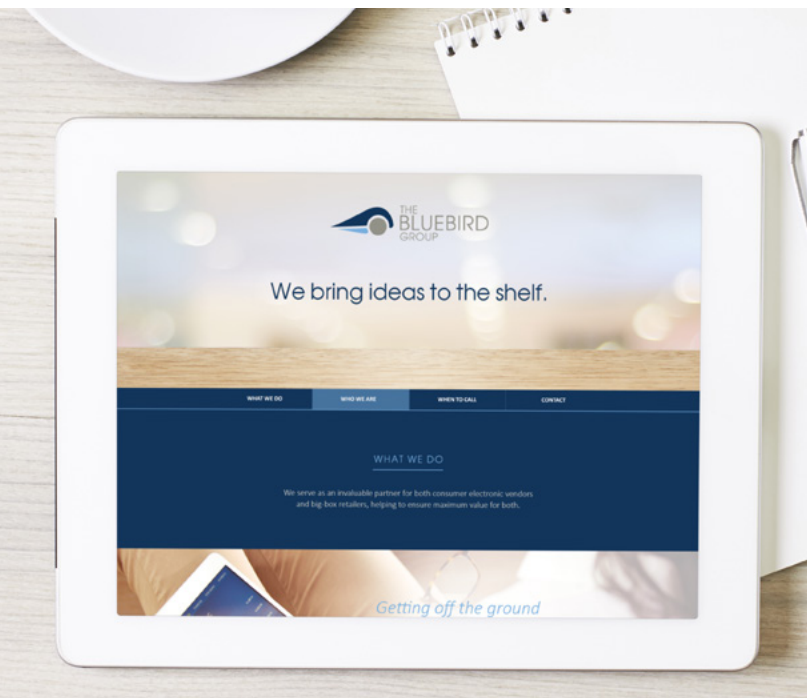


TACTICS

- Company Branding
- Logo Development
- Website Design
- Business Collateral

FUN FACT

The logo design mimics the appearance of a bird, as well as the front fender of the record-breaking 'Blue Bird' cars, which the company is named after.



See more at cazarin.com

