



flos



The Logo Story

Visually the feather is bold, stylish, sophisticated and symbolic.

It embodies the person Flos was and the journey her life took.

The internal shape at the heart of the feather's upper portion references a modern location icon drawing upon the central theme of travel so entwined with the peacock's significance. It reinforces the underlying concept of empowerment and choice through Flos' achievements and adventures, and boldly declares itself as the place to carry on her legacy.

Colourful bands the length of the feathers vane form multiple V's running down the rachis (shaft) adding a classical feminine aesthetic. The singular colour and minimalistic depiction of the letter forms gives a relaxed place to rest the eyes after being drawn inward by the more intricate and colourful image. The pairing of the icon and font are specifically chosen to reflect and compliment the existing Cornwall's logo.

Many of the firm's existing ideals are made transferable through the close relationship of the two logos, including expertise, experience, longevity, history, genuineness and accessibility. An alignment of values and ambition that reinforces synergy between Cornwall's and the Flos initiative.

The logo aims to enhance Flos' ability to unite, inspire and empower women with modern ideas and practices

Recognising and celebrating the historical jewel of Cornwall's female talent (Flos), we bring the firm's rich history into a modern setting directing us to acknowledge the many leading women at Cornwall's today.

The logo aims to enhance Flos' ability to unite, inspire and empower women with modern ideas and practices, as well as informing, innovating and progressing women's culture.

Vertical Variations



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Horizontal Variations



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