



Logo Development Presentation Deck

Compiled archive of the concept work produced so far
Covers early brand routes through the selected goldfish bowl
direction

Ends with the currently approved “bottom one / V” direction and next
refinement steps

Prepared 8 Apr 2026

Project Snapshot

What has been created to date

54

PNG concept boards

27

PDF review packs

1

Primary source sketch

1

Live review page

Narrative arc

Started broad: doctor, airflow, agency, and minimal identity directions

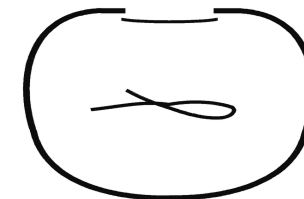
Converged on the goldfish metaphor as the most distinctive route

Iterated heavily on bowl shape: more traditional, more circular, plain top opening

Used the uploaded sketch as a literal template during final refinement

Selected the lower “V” direction and chose a softer, friendlier polish path

Current approved direction



DRGOODAIR

SAVE THE GOLDFISH

Concept V — round sketch bowl + smaller interior fish
Bowl stays simple and upright; fish sits completely inside.

Early Brand Exploration

A wide first pass across doctor-forward and wind-forward brand ideas.

Phase 1 - Early Brand Exploration

Initial Dr Good Air directions spanning logo marks, doctor-photo ideas and wind motifs



DrGoodAir
BETTER AIR. LONGER LIFE.
Data-driven healthy-home air quality

Logo Concept Concept 1



DrGoodAir
AIRIQ
Clean air, proven by data

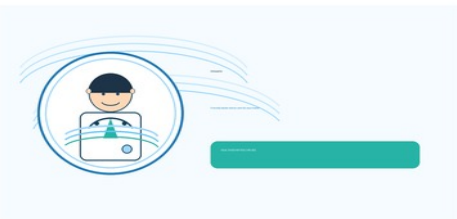
Logo Concept Concept 2



Logo Doctor Photo Concept Concept a



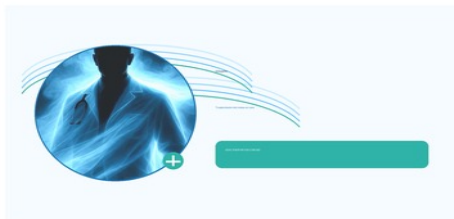
Logo Doctor Photo Concept Concept b



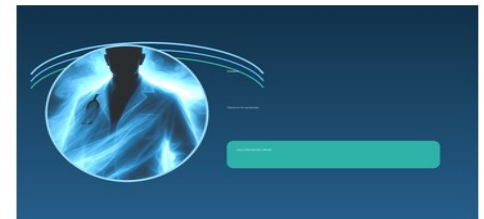
Logo Doctor Wind Concept Concept c



Logo Doctor Wind Concept Concept d



Logo Doctor Wind Concept Concept e



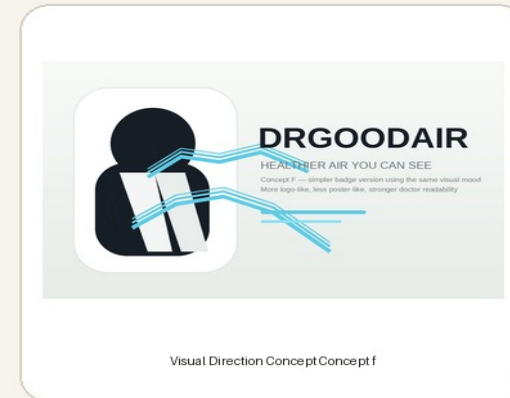
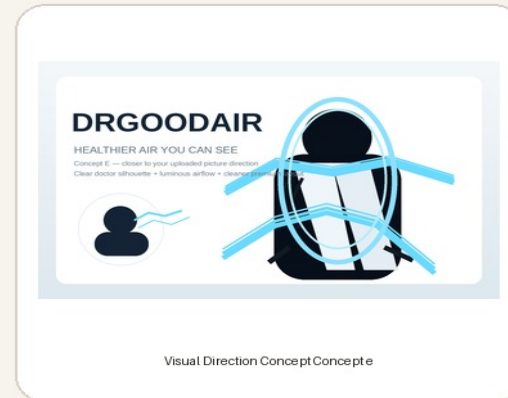
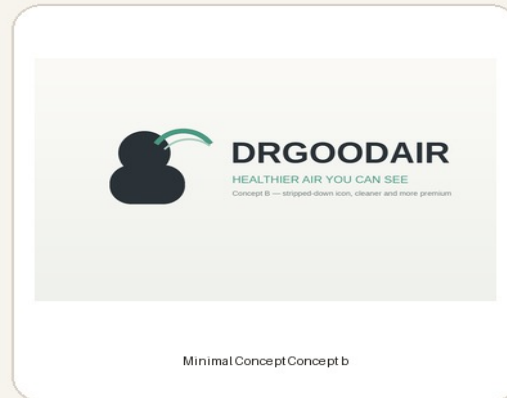
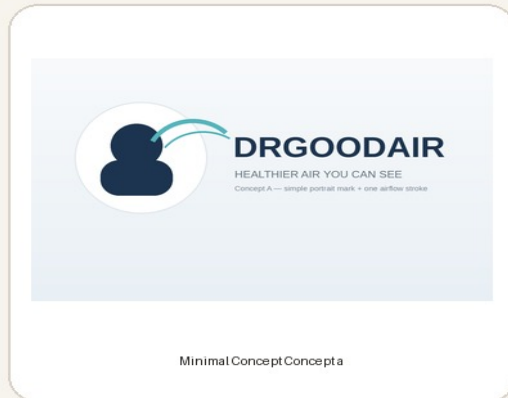
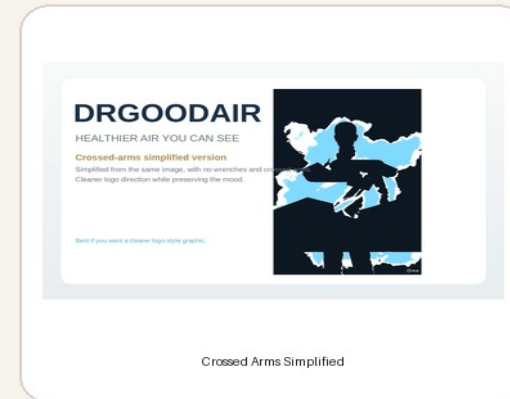
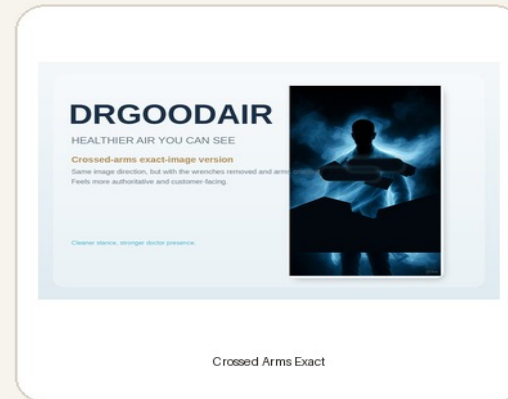
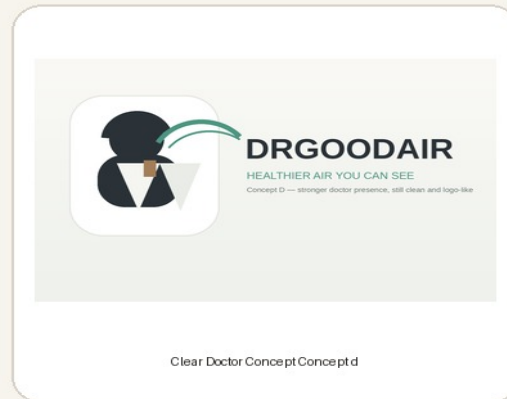
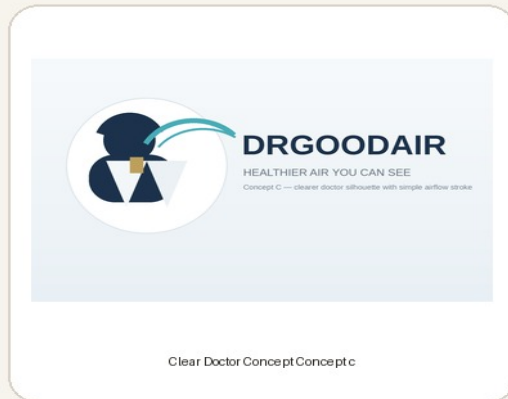
Logo Doctor Wind Concept Concept f

Simplification & Direction Finding

The mark became cleaner, flatter, and more strategic.

Phase 2 · Simplification & Direction Finding

The work tightened into cleaner, more minimal, more professional identity directions.

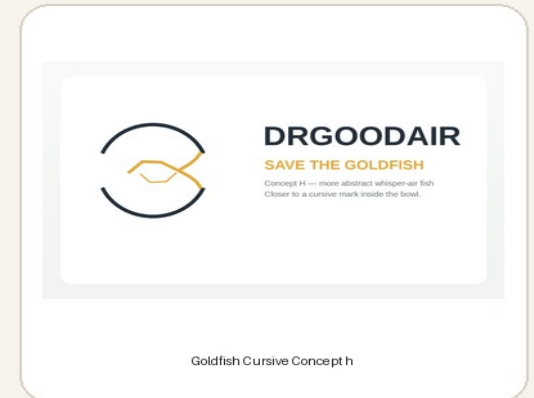
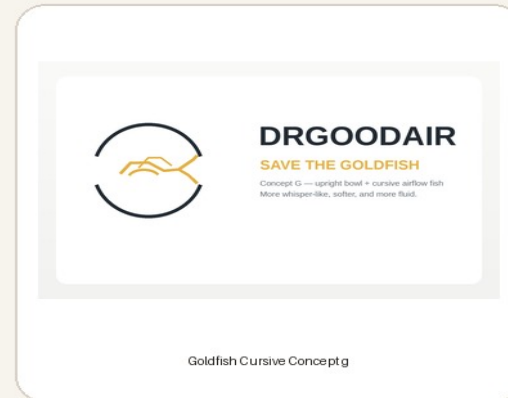
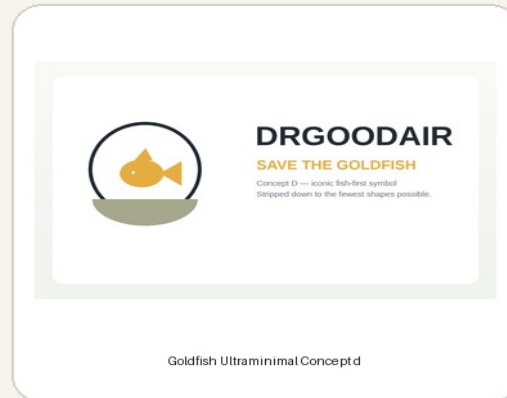
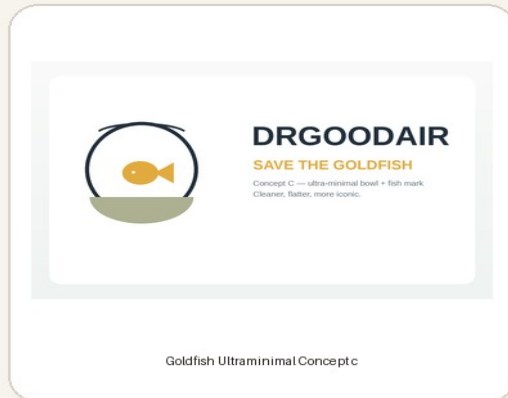
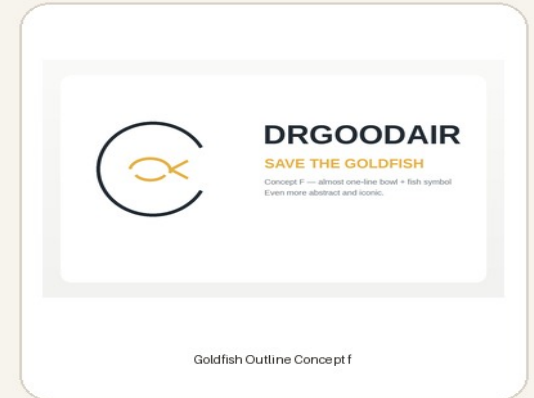
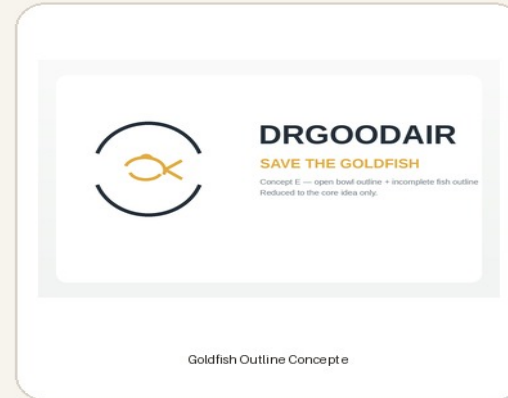
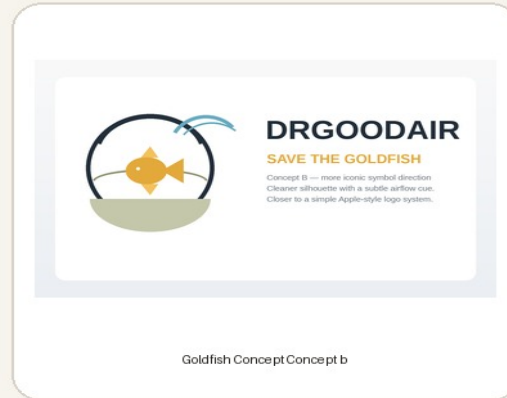
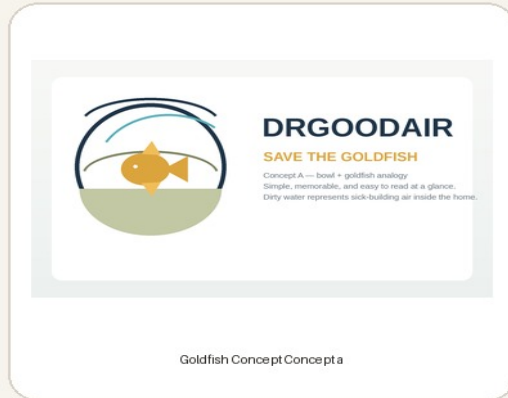


Goldfish Concept Exploration

Multiple tonal interpretations of the new goldfish idea.

Phase 3 · Goldfish Concept Exploration

The identity pivoted into the Save the Goldfish idea with multiple stylistic explorations.

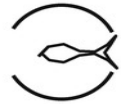


Bowl Shape Iterations

Successive corrections toward a true circular fishbowl silhouette.

Phase 4 - Bowl Shape Iterations

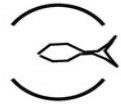
Focus shifted to making the bowl more traditional, more circular, and cleaner on top.



DRGOODAIR
SAVE THE GOLDFISH

Concept I — black bowl with one-stroke curvish fish.
One opening on top. All black. Cleaner and more logo-like.

Goldfish Black Concept i



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SAVE THE GOLDFISH

Concept J — more elegant single pen fish stroke.
Minimal, black-only, and closer to a signature-style mark.

Goldfish Black Concept j



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Concept K — normal fishbowl silhouette + signature fish.
Flat rim, open top, rounded bowl body, all black.

Goldfish Normal Bowl Concept k



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Concept L — lighter signature stroke, more elegant.
Same normal bowl shape with a smoother brush-like fish.

Goldfish Normal Bowl Concept l



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Concept M — more traditional round bowl.
Smaller one-stroke fish kept fully inside the bowl.

Goldfish Traditional Bowl Concept m



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Concept N — tighter fish, cleaner interior spacing.
More contained brushstroke fish inside a classic bowl silhouette.

Goldfish Traditional Bowl Concept n



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Concept O — based directly on your sketch.
Traditional bowl outline with a smaller one-line fish inside.

Goldfish Template Concept o



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SAVE THE GOLDFISH

Concept P — cleaner traced version of your sketch.
Same idea, slightly tighter bowl and more fluid fish stroke.

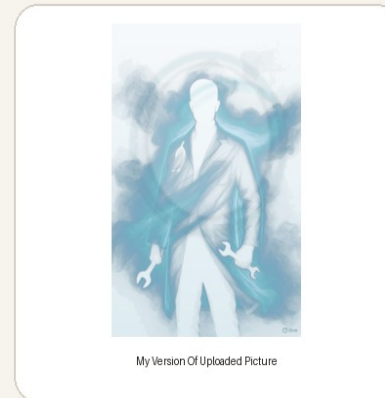
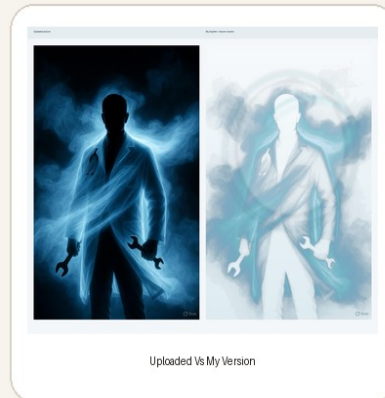
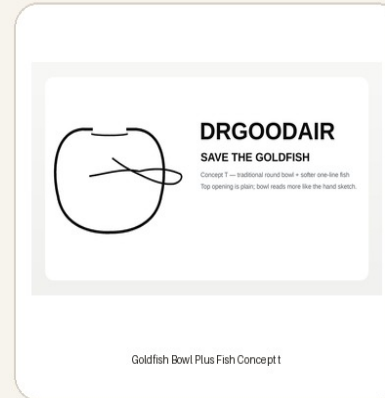
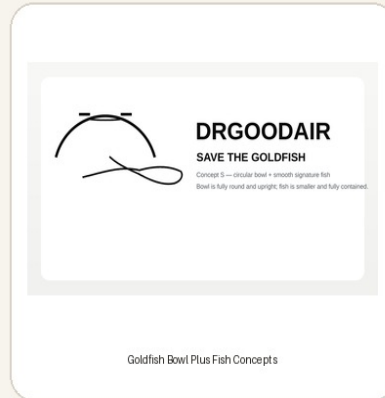
Goldfish Template Concept p

Sketch-Led Refinement to Selection

Literal tracing and bowl/fish corrections led to the selected concept.

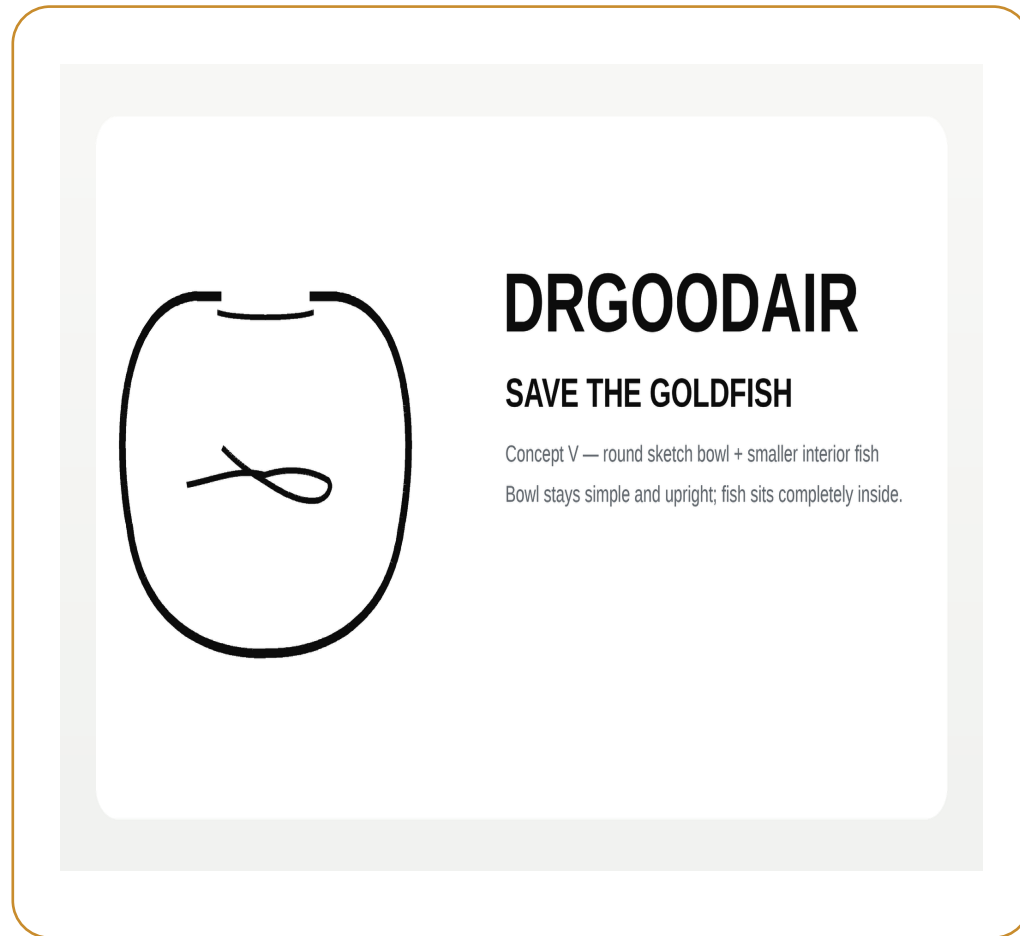
Phase 5 - Sketch-Led Refinement to Selection

Literal tracing, circular bowl corrections, and final bowl-plus-fish candidates led to the winner.



The uploaded sketch was used as a template during the late-stage bowl refinements.

Current winner: bottom concept / V



Bowl should read as literally circular and upright

Top opening stays plain, simple, and centered

Fish remains smaller, fully inside, and shaped by one swooping line

Overall feel chosen for polish: softer, friendlier, elegant, approachable

Wordmark direction was requested next in parallel with icon polish

Final polished icon redraw

Wordmark exploration: serif vs sans

Export package: SVG, transparent PNG, black/white variants

One-page logo usage sheet

Representative files and review packs created during the process

Early identity

logo concept 1 / 2
doctor photo concepts
doctor wind concepts
clear doctor concepts

Transition work

crossed arms exact +
simplified
minimal concepts
modern agency redo
professional doctor feel /
wisp logo

Goldfish development

goldfish concepts a–b
outline e–f
ultraminimal c–d
cursive g–h
black i–j
normal bowl k–l
traditional bowl m–n

Template + final

template o–p
template q–r
bowl plus fish s–v
literal review PDFs
bowl-plus-fish review PDF
live review page