



CONCEPT 2 - SHELL DESIGN

Conch shell design that includes a subtle 'S' motif on the right hand section of the shell.

This icon is representative of the seaside and beach and also alludes to waves, water and the environment.

Again, we can use this in various colour ways and treatments as well as having different orientations.

This design works as a standalone device without supporting text, for social media.



SOUTHEND-ON-SEA CITY COUNCIL



Letterhead watermark

Uniform with mono logo on coloured shirt



Document cover

Social media banner

Social media icon



Vehicle livery