

Creative Rationale:

THE CROSS ROADS

This concept was based on the idea of cross roads - and setting up wills and trusts to manage future eventualities.

The cross roads are formed by 'arrows' which all point to the same middle point, representing the idea that 'Cornerstone' look at Wills and Trusts from 'all angles' giving their clients the best options available.

The arrows here have softer points on them to show the approachability of 'Cornerstone' as a company, and even though the concept of 'crossroads' in ones life can be daunting, the logo here suggests that CornerStone will make the journey easier, they are an edgy company and yet they are elegant, intelligent and professional too.

The over all effect of the logos shows reliability and authority.



Creative Rationale:

THE PEBBLE

This concept was inspired by a simple pebble ...

- A pebble is a 'stone' and it has corners, however the corners are rounded which brings a softness to the over all look of the icon which suggest that CornerStone is an approachable company.

The grey swishes around the edge of the 'pebble' add movement and also frame the 'pebble' they look like comforting arms that are 'supporting' the pebble ... making sure it is safe through 'troubled times'

The greens used here are bright and 'edgy' they have plenty of energy and are balanced by the elegance of the soft grey writing

By writing the word STONE in uppercase, we create a very memorable logo, - which stands out from the crowd.



Creative Rationale:

THE ARROW

This concept was inspired by the arrow...

The icon shows on the left hand side, the idea that one could be backed into a 'corner' and on the right hand side, we have a very clever 'arrow' pointing you in the right direction.

Instead of an ordinary arrow, we have used two icons joining to form an arrow, this is representative of Cornerstone 'working with' their clients to form a correct solution.

The sharp angles on this icon show Cornerstone 'has the edge' - they are a smart, professional company, filled with energy and intelligence.

