

Logo Design Case Study | Kal Gav

Kal-Gav is a leading Israeli manufacturer and distributor of backpacks and outdoor gear.

The Brief

The Strudel Design team was approached by Kal-Gav with the request to create a logo that will be understood internationally, give a warm, friendly and approachable feeling, while maintaining a professional and memorable look. The Kal-Gav products are orientated towards both children and adults, and the logo should reflect that.

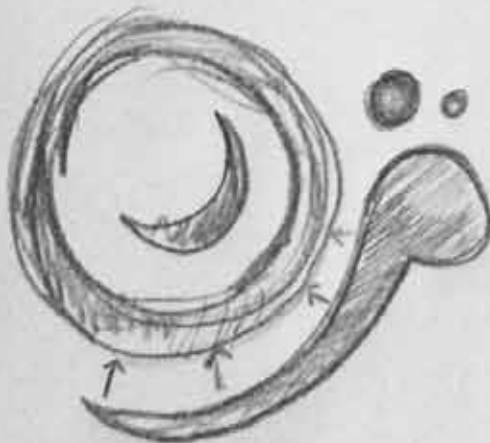
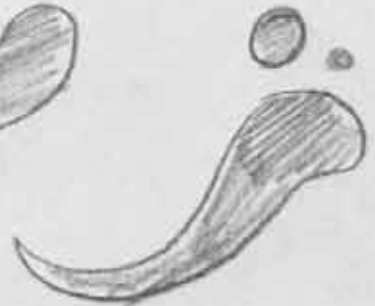
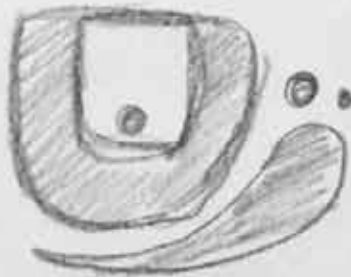
We were to create a logo with a connection to traveling in comfort & style.

Concept Development

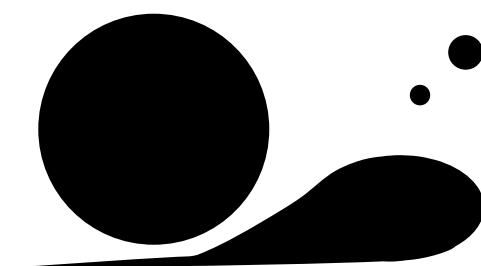
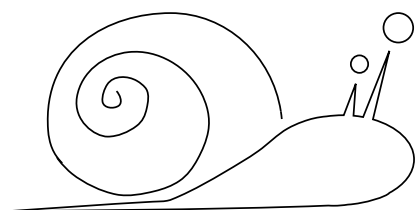
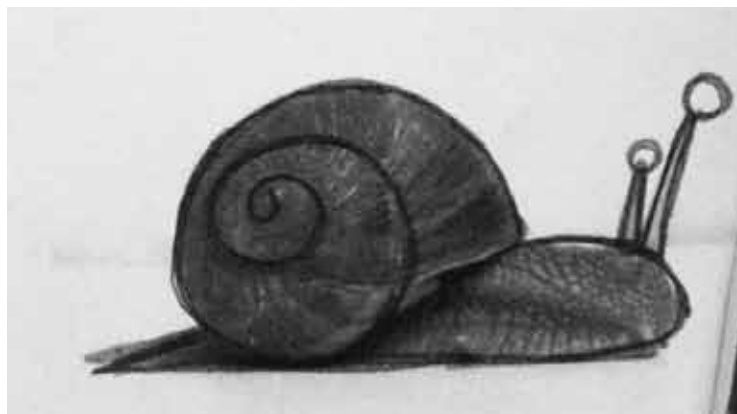
We began our journey by searching for symbols of comfortable traveling, and comfortable backpacking specifically, since backpacks are the major product that the company is associated with. During our search, we came up with the idea of the snail, which takes all its possessions on its back, and has the advantage of traveling without leaving the comfort of his own home. The snail was designed to look iconographic so it will look good stitched onto material. Also - we took care to have the snail look both friendly and quick to supply the viewer with positive imagery in association with snails.

We choose a bold red color and placed the logo in white on a red square to increase memorability. An additional version of the logo for stitching was supplied in black with a touch of red.

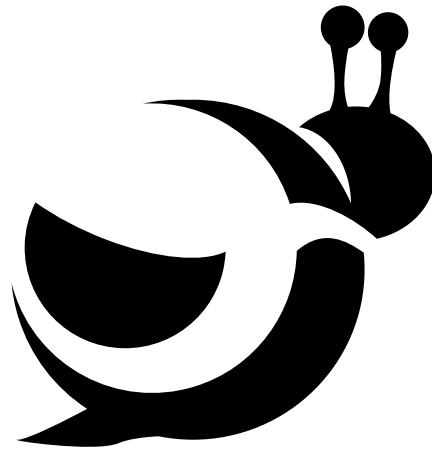
Thinking with a pencil:



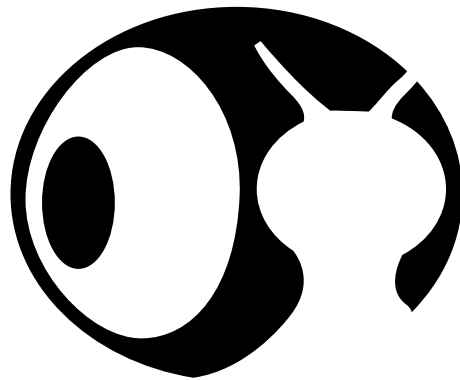
Step by Step:



Unused Drafts:



**KAL
GAV**



KAL GAV

Final Round:



KAL • GAV



KAL • GAV

Stationery:



Kal-Gav Ltd.

Tel: +972-8-8692730
Fax: +972-8-8692733
85 Hayarok St., Tsomet Kannot
P.O.B. 313 Gedera 70750, Israel
Web: www.kalgav.net



Company Address: 85 Hayarok St., Tsomet Kannot, Israel
Mailing Address: P.O.B 313, Gedera, 70750, Israel



Moshe Gantz / General Manager

Tel: +972-8-869-2730/1/2
Mobile: +972-54-451-4522
Fax: +972-8-869-2733
Email: moshe@kalgav.net
Company Address: 85 Hayarok St., Tsomet Kannot, Israel
Mailing Address: P.O.B 313, Gedera, 70750, Israel

