

# TRANSPARENT WATER DROP LOOK



**CLIENT:** SLAYER

**INDUSTRY:** INDUSTRIAL

**PROCESS:** DOMING

**SOLUTION:** BADGE

## OBJECTIVE

Develop a transparent logo.

## CHALLENGE

Our main challenge was to develop a logo that looked like a handwritten signature and a water drop. The logo had to be seamless as if part of the espresso machine. The machines came in several colors. For that reason, it was imperative that we developed a transparent logo to make sure that it looked good with all of the colors. The logo had to be visible without overpowering the look of the espresso machine. Another important challenge was the fine handwritten signature that left us with very little adhesion surface. The final product also had to be able to withstand temperatures of a 100°F or more.

## SOLUTION

In order to achieve the desired look and finish, our design team decided to go with a clear domed option on a clear material. We developed a custom adhesive to ensure the fine handwritten signature would adhere well to the surface and would meet the client's heat requirements. The final product had a seamless look and only added to the product's elegant design!