Prepared for **Emma, Headland Yachting Limited**
Date **26 October 2026**
Lead **David Balfour**

Your headland mark, tested

Round 3 of the logo guide. Your new, bolder headland drawing, redrawn as clean artwork and tried in the same real places as rounds 1 and 2: website header, phone, browser tab, Instagram and business card.

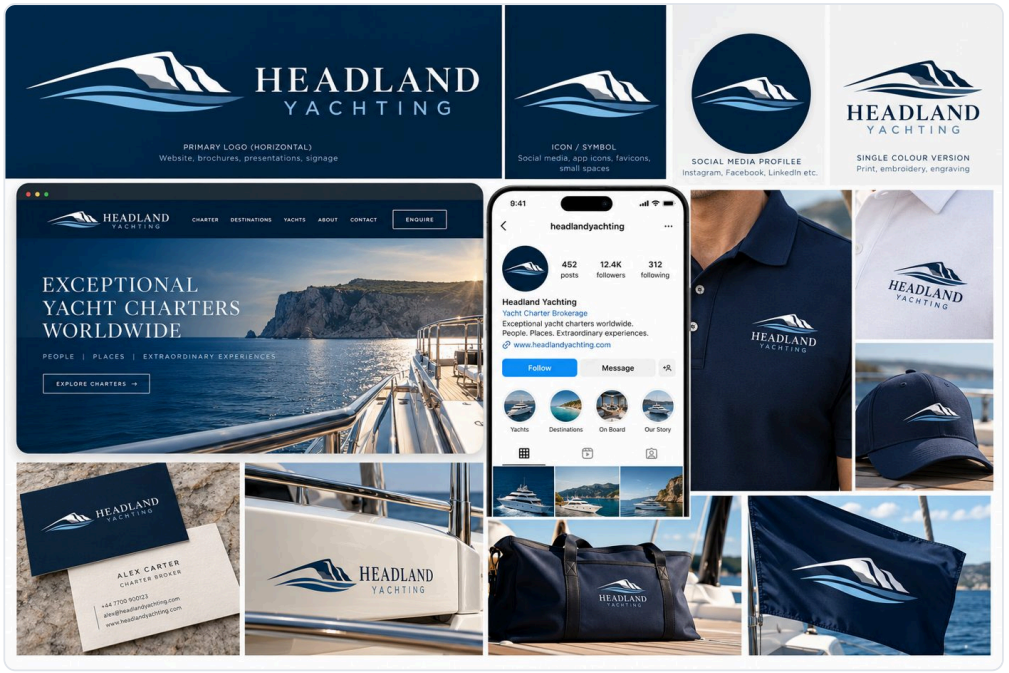
> **Early concepts, not finished designs.** We traced your artwork to test it honestly. Once you've chosen a direction we'll refine the curves, spacing and colours properly.



Your new mark







What we like

- **It tells the name's story.** A headland meeting the sea is ownable in a way a generic wave isn't.
- **The thicker shapes are a real step forward** from the fine-line version in round 1. It now holds up at header size.
- **It looks confident on navy:** premium and calm, which suits the brand.
- **It has a strong detail to zoom into.** To make it work small, we've tried a crop of the peak and waves as an icon (page 6).

Our honest view

We think it's worth pursuing: it's the most distinctive idea so far. But as drawn it has six problems, all fixable. Here's each one and how we'd tackle it.

	THE ISSUE	HOW WE TACKLE IT
1	**Too wide for circles and squares** The mark is about four times wider than it is tall. In a profile picture, favicon or app icon it shrinks to a thin stripe: in your 110 px circle the drawing is about 60 px wide and YACHTING is around 4 px tall.	A purpose-made icon: a zoomed crop of the peak and waves in the navy circle (page 6).
2	**Fine points disappear** The tip of the long sweep, the ends of the waves and the gaps between the cliff faces are thinner than a pixel at phone-header size.	Redrawn with minimum widths: blunted tips, thicker wave ends, wider gaps (page 5). A simpler cut for 16 and 32 px.
3	**Drawn for one background** It's white on navy. On light pages and paper the white cliff vanishes; in one colour (embroidery, engraving) the grey shadow and the two waves merge into one shape.	Two colourways (navy cliff on light) and one-colour versions, all tested (page 5). Or keep the icon in its navy circle everywhere.
4	**Snow, not sunshine** A white peak with grey shading can read as a snowy mountain or an iceberg rather than a warm Caribbean headland. The bright sky blues sit outside the palette we agreed.	An optional warm colourway: stone cliff with a sand shadow from your palette, same blues (pages 6 and 9).
5	**Made by an image generator** There's no original artwork, the curves wobble and your mock-ups show slightly different versions. Similar peak-and-swoosh marks are common in travel and outdoor brands.	We've traced and redrawn it here; a designer's final redraw comes next. And a search for similar logos before you commit (page 4).
6	**Spaced capitals make it long** HEADLAND in wide capitals plus YACHTING spaced even wider makes a long lockup, so everything shrinks to fit a phone header (the round 1 finding).	Pair the mark with our tested wordmark (Headland in DM Serif, YACHTING left-aligned beneath), or use your lettering only where there's room.

Why search for similar logos, not just the name

A trade mark can be a **word mark** (the name, in any lettering) or a **figurative mark** (a picture, or a picture with words). Checking that nobody else trades as Headland Yachting is a word search. This new drawing needs a different check: a search for logos that *look* similar.

Why it matters here

- **It came from an image generator.** These tools learn from millions of existing images, so they can produce something close to a logo that's already in use without anyone intending to.
- **Peaks, swooshes and waves are popular** in travel, sailing and outdoor brands. A mark that looks like an earlier registered one, for similar services, can be challenged.
- **Yacht chartering sits in class 39** of the trade mark classes (transport and travel arrangement), with plenty of existing marks. That's the class to search first, then the classes for anything you sell or license (clothing, bags, printed matter).
- **It's cheaper before you commit:** a clash found now costs a redraw; after the signage, kit and website, it costs a rebrand.
- **It also tells you whether you can protect it.** A distinctive drawing can be registered; a generic one is hard to stop others copying.

How a picture search works

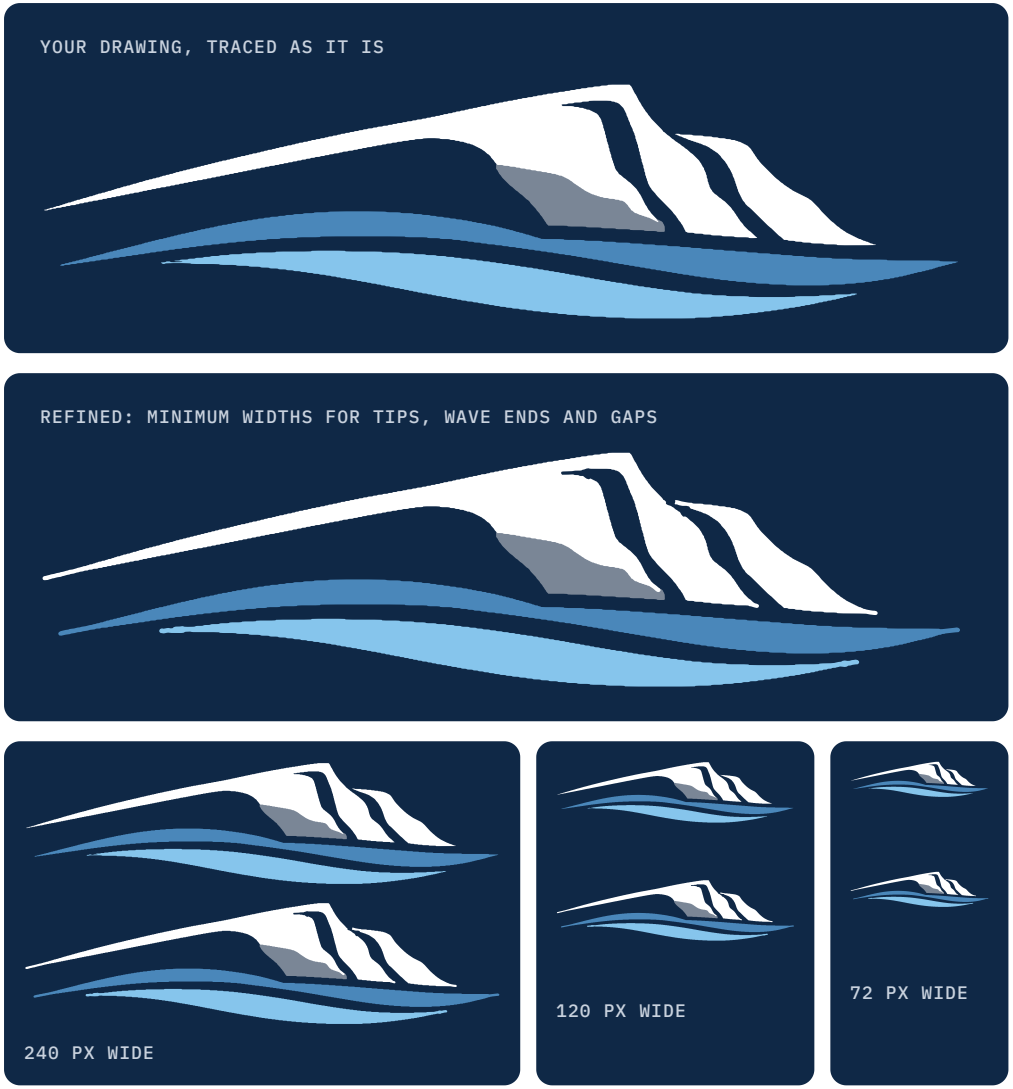
Registers don't search pictures by words. Each logo is coded by what it shows (for example mountains, waves, the sea) using the international Vienna classification, and the UK Intellectual Property Office's search can filter by those codes. WIPO's Global Brand Database adds a search by image across many countries' registers.

What we suggest

1. We run a first look: UK and international registers, class 39, mountain and wave codes, and an image search with the redrawn mark.
2. If anything looks close, a trade mark attorney gives a proper opinion before you go further.
3. Once the final version is drawn by hand, register the logo and the name, separately, so each is protected on its own.

We're not lawyers and this isn't legal advice; it's the checking we'd do before recommending any logo.

Redrawn as clean artwork



Top row of each pair: as drawn. Bottom: refined. At 72 px wide (an email signature or footer) the refined tips and gaps still read.

Colourways



YOUR COLOURS, ON NAVY



WARM: STONE CLIFF, SAND SHADOW



ON LIGHT PAGES: NAVY CLIFF



ONE COLOUR, NAVY



ONE COLOUR, WHITE



ONE COLOUR, WHITE, OVER A PHOTO

In one colour the shadow and the two waves merge, so the cliff’s gaps do all the work. It still reads, which is a good sign, but we’d draw a dedicated one-colour version for embroidery.

The icon: a zoomed-in crop

The whole mark is too wide for a circle, so we cropped into it and put the crop in the navy circle. Real 16 and 32 px renders, enlarged, then at actual tab size.

Zoomed crop: peak and waves
Our pick. Keeps the peak, so it still reads as a headland: clear at 32 px, a recognisable shape at 16 px. A tighter crop loses the peak and becomes abstract stripes.



Zoomed crop, warm
The same crop in stone and sand: warmer and closer to your palette.



The whole mark in a circle
As in your social mock-ups: a thin stripe, lost at small sizes.



For comparison: round 2 wave
The current site badge: simpler, so the clearest at 16 px.



Is there a close font to your lettering?



Your lettering in white, each font laid over it in orange at the same height and width.

Yes, two free Google fonts match it closely

- **HEADLAND: Trirong Medium**, spaced at about 0.13 em. Almost letter for letter. Castoro is the next closest.
- **YACHTING: Montserrat Light**, spaced very wide (about 0.5 em).
- Both are free for any use, including the logo, signage and print.





Our view

It’s elegant, but the wide spacing makes the lockup long, and at phone size YACHTING becomes tiny. With the spacing tightened and the words left-aligned beside the circle crop it fits a phone header (page 10). Montserrat Light is very fine below about 10 px; the regular weight would be safer for small uses.

Your mark and lettering

EMMA'S, CLOSEST FONTS

Beautiful large; long, so the lettering is tiny in a phone header. The whole mark in a circle is a stripe.













16 PX TAB ICON, ×3



32 PX, ×2



INSTAGRAM



BUSINESS CARD, HALF SIZE

Mark to the left of our wordmark

ROUND 3

Strong and wide: good for the desktop header, signage and email. Tight on a phone; the icon carries the small places.













16 PX TAB ICON, ×3



32 PX, ×2



INSTAGRAM



BUSINESS CARD, HALF SIZE

Mark above our wordmark ROUND 3

YACHTING left-aligned under Headland. Too tall for a website header; best for social posts, the business card and print.







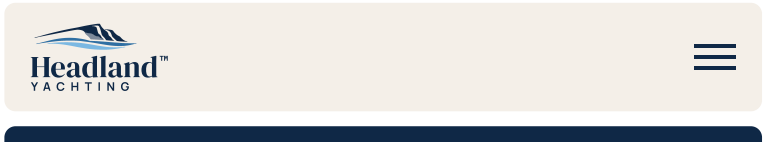




16 PX TAB ICON, ×3



32 PX, ×2







INSTAGRAM



BUSINESS CARD, HALF SIZE

Zoomed crop, warm colourway, with our wordmark ROUND 3

Stone cliff and sand shadow from your palette: warmer and more Caribbean.











16 PX TAB ICON, ×3



32 PX, ×2







INSTAGRAM



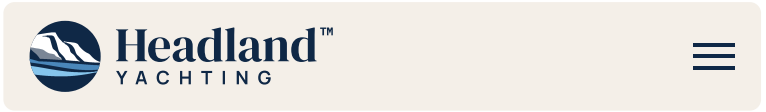
BUSINESS CARD, HALF SIZE

Zoomed crop in the circle, with our wordmark

ROUND 3 · OUR PICK

Fits a header, phone, tab and Instagram with one shape. Your headland, our tested wordmark.













16 PX TAB ICON, ×3



32 PX, ×2



INSTAGRAM

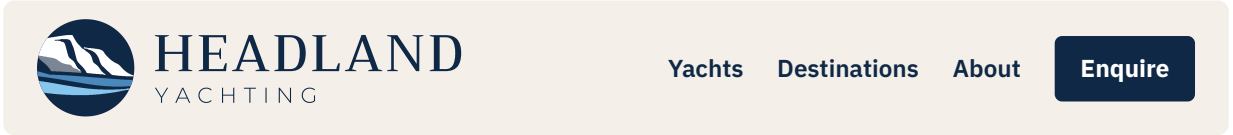


BUSINESS CARD, HALF SIZE

Zoomed crop in the circle, with Trirong and Montserrat capitals

ROUND 3 · NEW

Your lettering, spaced more tightly and left-aligned. Fits the phone header, though Montserrat Light is at its limit there.













16 PX TAB ICON, ×3



32 PX, ×2



INSTAGRAM



BUSINESS CARD, HALF SIZE

For comparison: the current site logo ROUND 2



The wave badge now on staging. Simplest at 16 px, but less of a story.







16 PX TAB ICON, ×3



32 PX, ×2

INSTAGRAM

BUSINESS CARD, HALF SIZE

One identity, many places: our wordmark

The same parts arranged for each place. Version 1 keeps the lettering we've tested on the site: Headland in DM Serif, in title case, with YACHTING beneath.

WEBSITE HEADER, LIGHT AND DARK



PHONE



INSTAGRAM



TAB



EMAIL SIGNATURE



BUSINESS CARD, FRONT AND BACK, HALF SIZE



SIGNAGE, HULL, BROCHURE COVER: THE WHOLE MARK



What stays the same

- The same zoomed crop is the icon everywhere small; the whole mark appears only where there's room.
- Navy, white and the two blues; nothing else.
- Beside a mark the words are left-aligned; stacked under the whole mark they're centred.
- Headland in title case, DM Serif; YACHTING small and spaced beneath it.

One identity, many places: Trirong and Montserrat capitals

Version 2 uses the lettering closest to your mock-up, in capitals, with tighter spacing: HEADLAND in Trirong Medium, YACHTING in Montserrat Light. Everything else is identical, which is the point: the style can change and the identity holds.

WEBSITE HEADER, LIGHT AND DARK



PHONE



INSTAGRAM



TAB



EMAIL SIGNATURE



BUSINESS CARD, FRONT AND BACK, HALF SIZE



SIGNAGE, HULL, BROCHURE COVER: THE WHOLE MARK



What stays the same

- The same zoomed crop is the icon everywhere small; the whole mark appears only where there's room.
- Navy, white and the two blues; nothing else.
- Beside a mark the words are left-aligned; stacked under the whole mark they're centred.
- HEADLAND in Trirong Medium capitals; YACHTING in Montserrat Light, smaller and more widely spaced.

Our advice

1. **Go with the headland.** It's the most distinctive idea so far and it survives the tests once it's redrawn.
2. **On screen: the zoomed crop in the navy circle with our wordmark or the Trirong capitals** (page 10). One icon for the header, browser tab, Instagram and app icon.
3. **Where there's room: the whole mark to the left**, in your lettering or ours: signage, the hull, brochures, email signatures.
4. **The whole mark above the name, centred**, for business cards, social posts and kit (pages 12 and 13).
5. **Consider the warm colourway** so the cliff reads as a sunlit headland, not snow.
6. **Before it's final:** a designer's redraw of the curves, a dedicated one-colour version, and a quick trade mark search.

Try it on your site

On staging, open the settings menu, then **Site style**. Under Logo you can now choose **Headland mark** (on phones it switches to the circle, as we'd recommend), **Headland mark in a circle**, or the circle with **Trirong and Montserrat capitals**. The tab icon changes too. Only you see it.

What we need from you

- Which version or versions you like, and where.
- Your colours or the warm ones.
- Our wordmark, or the Trirong and Montserrat capitals.

