mediadreams®
PRODUCT DESIGN STUDIO

Prepared for **Emma, Headland Yachting Limited**
Date **23 October 2026**
Lead **David Balfour**

Choosing a logo that works everywhere

A guide for Emma: what makes a logo work on a phone, in a browser tab and on Instagram as well as in a beautiful mock-up, with your ideas and ours side by side.



> **Everything here is an early concept, not a finished design.** We drew these quickly to explore directions. Once you have chosen one, we'll refine the shapes, spacing and colours properly.

Before you start

Your examples set a clear direction: calm, confident and understated. This guide looks at how to keep that feel while making sure the logo works in every place people will see it, from a yacht's hull to a phone screen.

Most people will first see your logo at about the size of a fingernail: in a browser tab, as an Instagram or WhatsApp circle, or at the top of a phone screen. A logo that only works large will let you down there, however good it looks on the side of a yacht.

So this guide gives you our honest best advice. It shows your four examples and all of our early ideas in exactly the same places, at roughly real size, so you can judge for yourself.

> **Please remember:** these are early concepts, drawn quickly to test ideas. None of them are finished. Whichever direction you choose, we'll refine it before anything is final.

What a logo has to do

1 · WORK TINY

A browser tab icon is 16 pixels square. A phone header gives the logo about 32 pixels of height. Fine lines and small lettering disappear.

2 · WORK IN ONE COLOUR

Embroidered crew shirts, engraving, stickers, a stamp on a cool box. Gradients and gold foil can't be reproduced there.

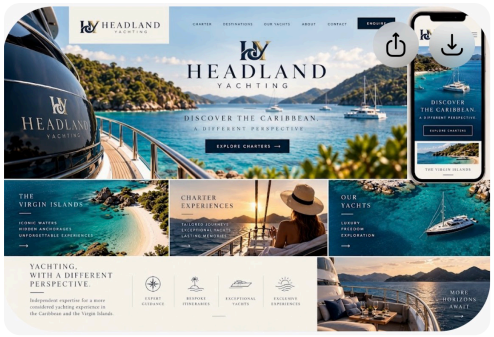
3 · WORK ON LIGHT, DARK AND PHOTOS

Your website will have light and dark modes, and the logo will sit over photography and video.

4 · FIT A CIRCLE

Instagram, Facebook, WhatsApp and Google all crop your profile picture into a circle.

Your examples



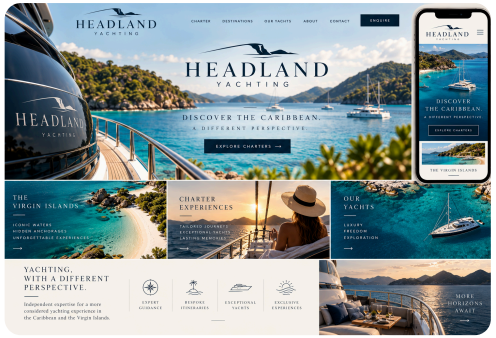
1 · HY MONOGRAM



2 · BLUE WAVE



3 · GOLD WAVE



4 · HEADLAND LINE

What we love about them

- The **navy and stone palette**: calm, grown-up and right for the Caribbean at the top end.
- **Spaced serif capitals** feel established and trustworthy, which matters for a new company.
- The **wave in a circle** (2) is a strong idea: it fits profile pictures and sits neatly beside the name.
- The overall feel: quiet luxury, not flashy.

Why mock-ups flatter

These images were generated to look beautiful, and they do. But they show each logo large, embossed in gold or on the side of a superyacht, in perfect light. That hides the problems that only appear when a logo is small, flat or in one colour.

On the next page we shrink them down to the sizes they'll really be used at.

The same logos, at real sizes

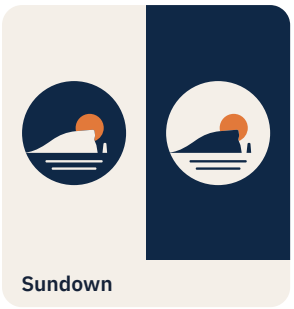
	200 PX WIDE	120 PX WIDE	72 PX WIDE	TAB ICON: 16 PX, ×4 AND ACTUAL
HY monogram				
Blue wave				
Gold wave				
Headland line				

Logos lifted from your mock-ups, so they are slightly soft. 120 px is about the width of a logo in a phone header; 72 px is a small footer or email signature.

What happens

- **Thin lines vanish.** The headland line and the gold circle are hairlines. Below about 120 px wide they break up or disappear.
- **Wide letter-spacing makes the logo long.** To fit a phone header it has to shrink, so YACHTING ends up around 5 px tall: far below the 11-point minimum Apple recommends for text.
- **Fine detail fills in.** Five wave lines merge into a solid blob at icon size.
- **Gold gradients don't reproduce.** On screen they look flat or muddy; in one-colour print, embroidery or engraving they can't be used at all. Gold works beautifully as a special print finish, just not as the core logo.
- **Monograms need to be readable.** At small sizes the interlocking H and Y read as a squiggle, and people won't link "HY" to the name Headland.
- **Lines don't fill a circle.** In a round profile picture a long, flat logo becomes a thin stripe in the middle.

What works small: one simple circle

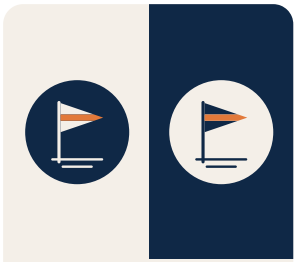

Sundown

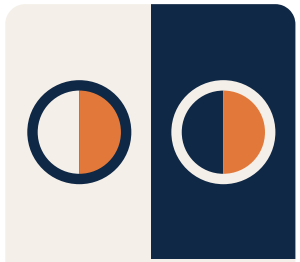

Wave


Yacht


Catamaran

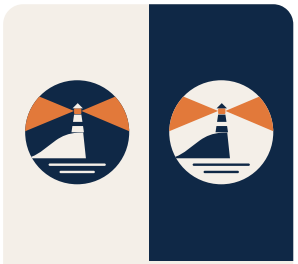

Compass rose


Burgee


Signal flag H


Frigatebird


Porthole


Lighthouse


Your wave, reworked

Your blue wave was onto something: a simple picture in a circle, beside the name. We explored that idea further in round 2.

Why a badge works

- **Solid shapes, not lines,** so it stays clear at 16 px.
- **Two or three flat colours,** so it prints, embroiders and engraves in one colour too.
- **Already a circle,** so it drops straight into Instagram, WhatsApp and Google.
- **It can stand alone.** When space is tight (a phone header, a tab, a burgee on the boat) the badge does the job without the name.
- **Works on light and dark,** as each pair here shows.

The badges at small sizes

Sundown



Wave



Yacht



Catamaran



Compass rose



Burgee



Signal flag H



Frigatebird



Porthole



Lighthouse



Your wave, reworked



Real 16 px and 32 px renders, enlarged so you can see every pixel, then a browser tab at actual size.

Where this matters

- **Social media:** profile circles on Instagram, Facebook and WhatsApp are often 32 to 110 px.
- **Website:** the header shrinks as you scroll; the badge stays crisp while YACHTING tucks away.
- **Mobile:** a phone header gives the logo about 32 px of height.
- **Favicon:** the browser tab, bookmarks and Google results use 16 to 48 px.
- **Kit and print:** embroidered shirts, burgees, stickers and engraving need solid shapes in one colour.

Clearest at 16 px: signal flag H, wave, yacht and your reworked wave. The porthole and lighthouse have more detail and would need a simpler icon version.

Your blue wave, reworked

YOUR ORIGINAL





120 PX · 32 PX · 16 PX

REWORKED (EARLY CONCEPT)





120 PX · 32 PX · 16 PX

What we kept

Your layout: the wave in a circle, a fine rule, HEADLAND in serif capitals over YACHTING. The calm navy and stone.

What we changed

- One bold breaking wave and one inner line, instead of five thin lines.
- A thicker ring, so the circle survives at 16 px.
- A sturdier serif (Playfair Display) and a stronger YACHTING (Jost).

Options



With or without our sun, and reversed out for dark backgrounds.

Every logo, in real places

On the following pages, all 17 logos (your four, our reworking of your wave, and every one of our early concepts) are dropped into exactly the same places, at roughly real size. View the PDF at 100% zoom to get a true feel.

Each panel shows

- **Website header, light and dark mode:** the logo is given the space it would really have (up to 48 px tall).
- **Phone header, light and dark:** up to 32 px tall and 170 px wide.
- **Browser tab, light and dark:** the icon at its real 16 px, plus an enlarged view of those 16 pixels.
- **Instagram profile picture:** cropped to a circle.
- **Business card:** shown at half size.

Where a logo is wide, it shrinks to fit. That's not a trick: it's exactly what happens on a real site.

Order of the pages

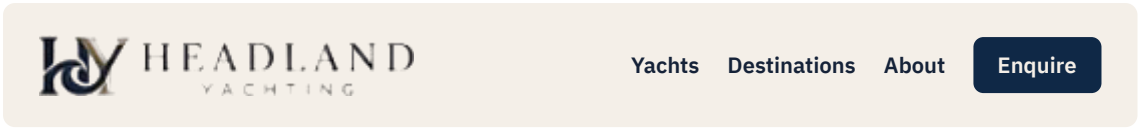
1. Your four examples
2. Your wave, reworked
3. Round 1: Sundown and A different perspective
4. Round 2: nine badges

Early concepts. Shapes, spacing and colours will all be refined once you've chosen a direction. Judge the idea, not the polish.

HY monogram

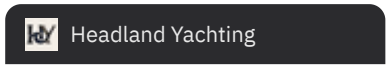
YOUR EXAMPLE

The monogram gets very small beside the wide lettering, and "HY" is hard to read once it shrinks.











16 PX TAB ICON, ×3



INSTAGRAM



BUSINESS CARD, HALF SIZE

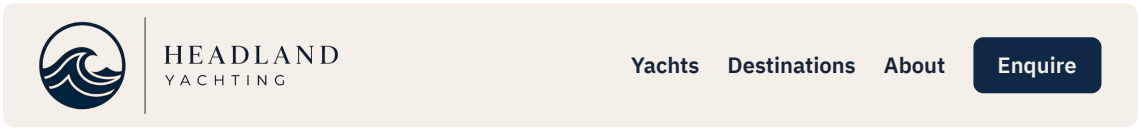




Blue wave

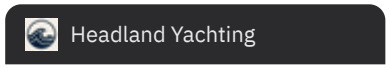
YOUR EXAMPLE

A strong idea. The five thin wave lines fill in at small sizes, and YACHTING becomes tiny.











16 PX TAB ICON, ×3



INSTAGRAM



BUSINESS CARD, HALF SIZE



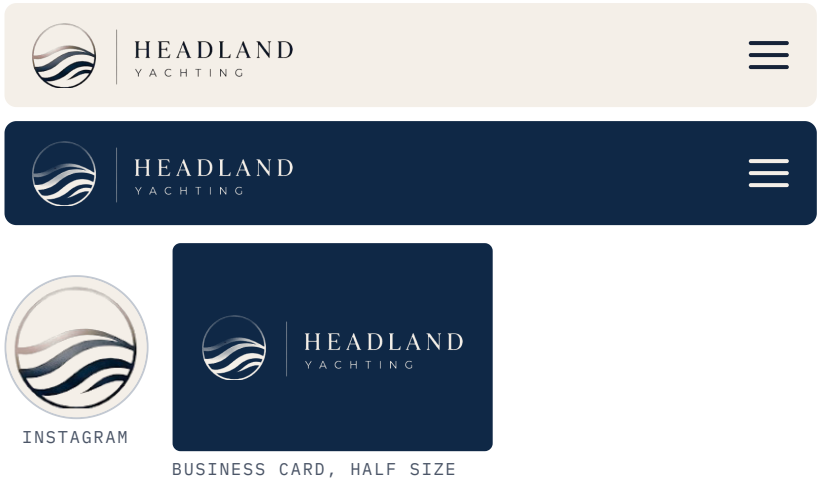


Gold wave

YOUR EXAMPLE

The gold gradient can't be printed in one colour or embroidered, and the hairline circle disappears.

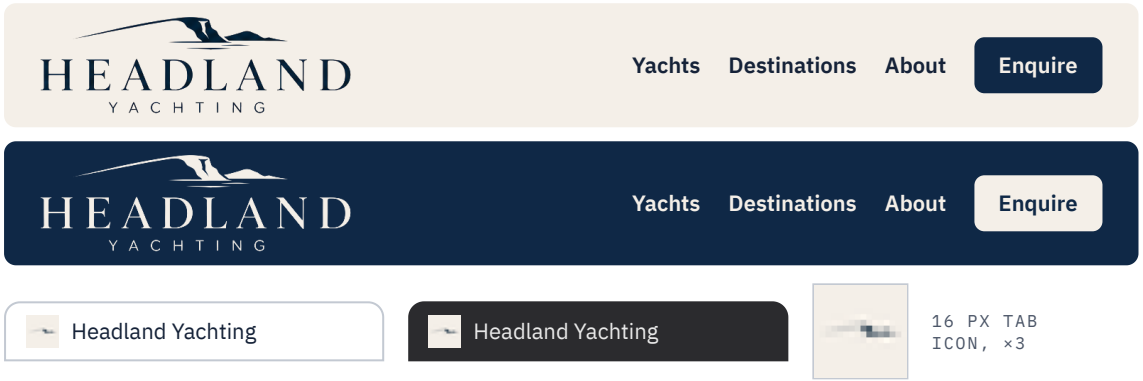




Headland line

YOUR EXAMPLE

Elegant when large, but the line is so fine it vanishes in a browser tab or an Instagram circle.



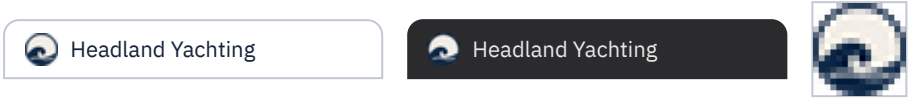


Wave, reworked

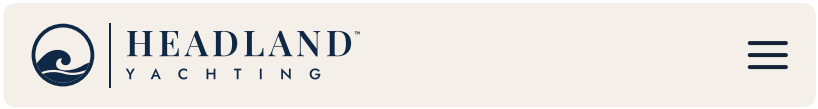
YOUR WAVE, REWORKED

Your idea with one bold wave, a thicker ring and sturdier lettering, so it holds up small.





16 PX TAB ICON, ×3





INSTAGRAM



BUSINESS CARD, HALF SIZE

Wave, reworked, with sun

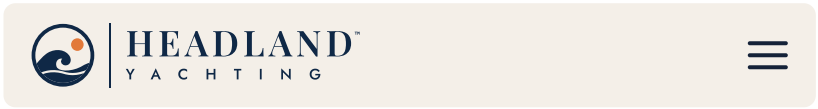
YOUR WAVE, REWORKED

The same, with the sun from our other ideas to bring in warmth.





16 PX TAB ICON, ×3





INSTAGRAM



BUSINESS CARD, HALF SIZE

Sundown

ROUND 1

The badge works on its own everywhere: tab, avatar, card. A favourite from round 1.



16 PX TAB ICON, ×3



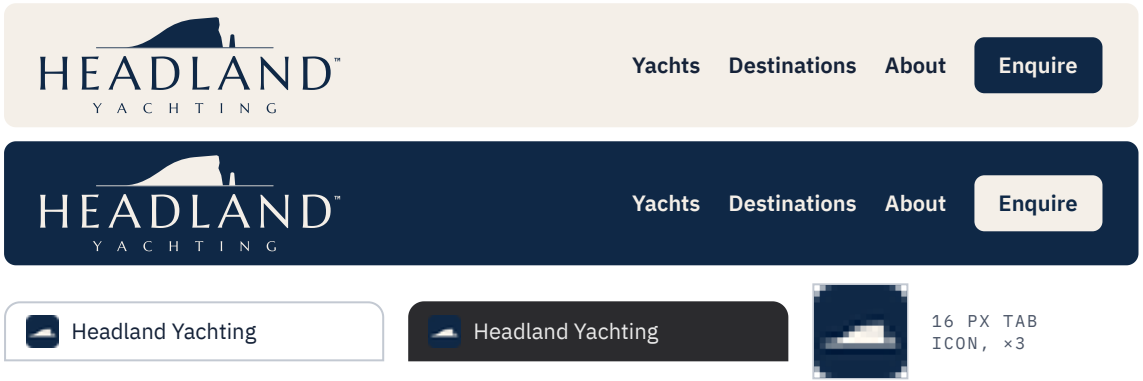
INSTAGRAM

BUSINESS CARD, HALF SIZE

A different perspective

ROUND 1

Closest to your original board. The thin capitals get small on a phone.



16 PX TAB ICON, ×3



INSTAGRAM

BUSINESS CARD, HALF SIZE

Wave ROUND 2

Solid, simple and clear at every size; feels sporty as much as luxury.





16 PX TAB ICON, ×3





INSTAGRAM

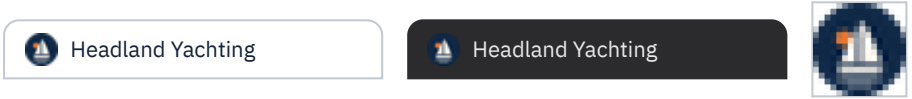


BUSINESS CARD, HALF SIZE

Yacht ROUND 2

Says exactly what you do; clear small. A familiar image in yachting.





16 PX TAB ICON, ×3





INSTAGRAM



BUSINESS CARD, HALF SIZE

Catamaran ROUND 2

Most Virgin Islands charters are catamarans; bow-on is unusual but less instantly readable.









16 PX TAB ICON, ×3



INSTAGRAM



BUSINESS CARD, HALF SIZE

Compass rose ROUND 2

Clear and tidy, but compasses are very common in yachting brands.









16 PX TAB ICON, ×3



INSTAGRAM



BUSINESS CARD, HALF SIZE

Burgee ROUND 2

A yacht-club pennant: smart and traditional. A little thin at 16 px.





16 PX TAB ICON, ×3





INSTAGRAM



BUSINESS CARD, HALF SIZE

Signal flag H ROUND 2

Signal flag H means "I have a pilot on board": a neat story for an expert broker.





16 PX TAB ICON, ×3





INSTAGRAM



BUSINESS CARD, HALF SIZE

Frigatebird ROUND 2

A frigatebird over the sea: Caribbean wildlife. The bird gets small.





16 PX TAB ICON, ×3





INSTAGRAM

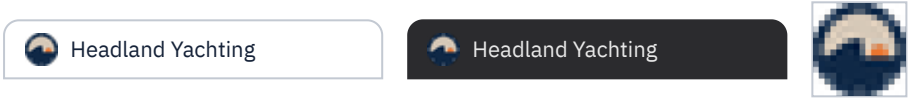


BUSINESS CARD, HALF SIZE

Porthole ROUND 2

The view through a porthole: "a different perspective". Too detailed for a tab icon.





16 PX TAB ICON, ×3





INSTAGRAM



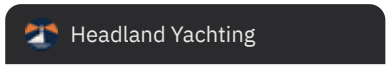
BUSINESS CARD, HALF SIZE

Lighthouse ROUND 2

A guiding light on a headland. The beams read well; the tower gets small.

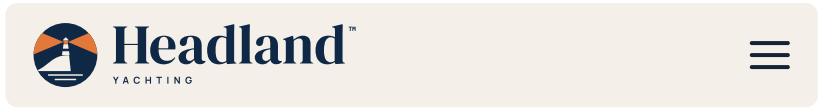








16 PX TAB ICON, ×3







INSTAGRAM



BUSINESS CARD, HALF SIZE

Our best advice

We'd keep the feel of your examples (calm, confident, understated) and build it from a simple badge beside a sturdy wordmark, so it works everywhere.

- **Solid shapes,** not hairlines or gradients, so it works at 16 px and in one colour.
- **Save gold for special finishes,** such as foil on business cards.
- **A shortlist to consider:** your wave reworked, Sundown and Yacht, shown below in six fonts, light and dark.

	YOUR WAVE, REWORKED	SUNDOWN	YACHT	DARK MODE
Gloock SERIF				
DM Serif Display SERIF				
Cinzel SERIF CAPITALS				
Jost SANS SERIF				
Manrope SANS SERIF				
Tenor Sans SANS SERIF				

All six fonts are free to use on the web and in print. Early concepts: lettering and spacing will be refined for the chosen direction.

Next steps

What we need from you

- Your two or three favourites, from any page, including which fonts you prefer.
- Anything you really don't like, and why.
- How you feel about the orange sun, and about gold as a special finish.

> **Remember:** everything in this guide is an early concept. Pick the ideas and the feel you like; we'll take care of the polish.

What happens next

1 You pick a shortlist.

2 We refine the shapes, lettering, spacing and colours.

3 We test the refined versions in all the same places.

4 Final artwork and simple guidelines: files for web, print and social.

Before we finalise, it's worth a quick trade mark check on the name, so you can protect the logo once it's chosen.