



## Starlight Logo Exploration





This option is a direct evolution of your current logo. By rotating the original mark 45 degrees and separating the bands into two distinct groups, we can create a sense of motion, evoking a shooting star leaving a trail. It also conveys modularity and depth, transforming the internal gaps of the original star into defined boundaries. Crucially, the new angle aligns with the slant of the 'A' in the typeface, creating typographic harmony. It is a forward-looking update that respects the existing Star Path co-branding. To the right are further exploration of the star shape

## STARS

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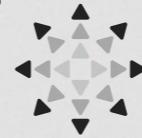
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This concept evolved from the star shape to focus directly on the technology. It visualizes the crystal lattice structure that makes these panels thinner and more efficient than the competition. Beyond the molecular level, the design also represents the hardware itself. The interlocking shapes demonstrate modularity, showing how the panels can be configured into any type of solar array. To the right, you will see additional studies exploring this lattice pattern and different assembly configurations.



PANELS / LATTICE PATTERNS / CRYSTALS



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This final group is inspired by the current typography—specifically the distinct 'A' in the StarPath logo. I used that letterform as a foundation to build more complex, dynamic structures further leaning in to that sense of motion or concentrating energy to a point. It reflects the active nature of creating and harnessing energy. On the right, you can see additional studies showing how this 'A' shape can be arranged to convey speed and direction

## THE 'A'

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