

CASE STUDY - LOGO & BRAND IDENTITY

Pirates on Pedalos

One Logo, Built to Work Everywhere



INSTAGRAM

@piratesonpedalos

Pirates on Pedalos are a four-piece band based in Bournemouth, UK, blending rock, indie, folk and electronic influences into a sound that doesn't sit still in one genre. Their branding needed the same energy - distinctive enough to stand out on a gig poster, and simple enough to hold up as a tiny profile picture.

THE BRIEF

What They Needed

A bold, memorable mark that captured the fun, adventurous spirit of the band's name - something that worked as well printed large on a t-shirt as it did shrunk down to a Spotify thumbnail or an Instagram avatar.

THE BUILD

What Was Built

A nautical ship's-wheel emblem combining a traditional ship's wheel with bold, distressed pirate-style typography - delivered as a scalable vector mark ready for digital, print and merchandise use.

ONE MARK, MANY USES

A Mark That Reads at Any Size

A band's logo has to work harder than most - it needs to survive being shrunk to a thumbnail one day and blown up across a t-shirt the next. The ship's-wheel design was built with that range in mind from the start: strong enough silhouette to read instantly at a glance, with typography bold enough to hold its shape at almost any size.



WHY IT WORKS FOR PRINT

Ready for the Print Run

Single ink colour, a bold high-contrast silhouette and true vector artwork mean this mark reproduces cleanly on any garment colour or run length, without the added cost of multi-colour screen printing.

WORTH KNOWING

Built as Vector Art From the Start

Because the logo was built as scalable vector artwork rather than a fixed-resolution image, the same file reproduces cleanly whether it's a few pixels wide on a phone screen or several inches across on a printed garment - no blurring, no re-drawing required.

Where the Logo Is Used

Digital Profile Pictures

Spotify Track Art

T-Shirt & Merch Prints

Vector Artwork

Single-Colour Print Ready

Gig Posters & Flyers

IN PRACTICE

Because the design works in pure black on white, it prints as a single ink colour - simpler and cheaper to screen-print onto merchandise than a multi-colour design, without losing any of its impact.

THE PRINT ADVANTAGE

Why Clients Come Back for Print-Ready Logos

A logo that's engineered for print from day one saves reprints, ink costs and revisions down the line.

One File, Every Size

Vector artwork scales from a tiny Instagram avatar to a full back-print with zero quality loss.

Single-Colour Savings

Pure black-on-white designs print cheaper and faster across most screen-print merch runs.

Built to Last

A strong, simple silhouette stays legible after years of washing, reprinting and resizing.

Want Branding Like This for Your Project?

Whether it's a band, a new business, or a rebrand, get in touch and we can talk through what a mark like this could look like for you.

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