



Kroman Watchworks was a local business in San Jose that specializes in repair and restoration of luxury brand watches. When tackling the logo, it was important to bring in specific watch elements and make sure that any gears used, would work in a real setting. Josh Kroman was fond of the clean lines of the Avenir typeface and it reminded him of the classic Art Deco style.

These were the early revisions of the logo, with the final one being above. The last gear is from the first designer that attempted the logo. The rest are my designs.

