TEN LOGO OPTIONS

Ten directions for Gray Li's DJ brand, each a symbol plus the GRAY LI name, shown on black and on white. 01–03 are clean and classic; 04–10 are edgier, built for club and warehouse nights. The diamond logo stays with his real-estate brand, so none of these use it. Pick one, or combine parts.

01



GROOVE

02



DECK

03



BOOTH

04



GLITCH GL

05



NEON GL

06



BROKEN RECORD

07



STENCIL

08



MIXTAPE

09



SPRAY TAG

10



BASS BIN

Red #FF2E3F Blue #194F82 Black #0A0A0A White #FFFFFF

01 GROOVE

A G cut from record grooves, with the label lit in red. Extended capitals. The most “DJ” of the set — it reads at a glance, even as a tiny profile picture.











SYMBOL ON BLACK · SYMBOL ON WHITE · PROFILE PICTURE

02 DECK

A turntable from above: platter grooves, tonearm and pitch fader, with the label lit in red, and bold, open capitals. Instantly “DJ”, and it holds up small.











SYMBOL ON BLACK · SYMBOL ON WHITE · PROFILE PICTURE

03 BOOTH

Sam at the decks, head tilted with one headphone cup pinned between ear and shoulder, the way a lot of DJs cue. His wavy hair flows down past his ears. Stage beams fan out behind. Heavy condensed capitals.











SYMBOL ON BLACK · SYMBOL ON WHITE · PROFILE PICTURE

04 GLITCH GL

His initials as a glitching LED wall: a heavy GL sliced into strips and knocked off-register, one strip in red. Leaning, heavy condensed name. Loud, digital, very club.











SYMBOL ON BLACK · SYMBOL ON WHITE · PROFILE PICTURE

05 NEON GL

His initials as a buzzing neon tube sign, the L lit red and one segment of the G flickered out — like the neon at Tabu in Bali. Thin, wide-spaced name, like lettering on a club wall.











SYMBOL ON BLACK · SYMBOL ON WHITE · PROFILE PICTURE

06 BROKEN RECORD

A record cracked in two by a red lightning bolt, the halves knocked apart. The moment the drop hits. Fast, leaning capitals.











SYMBOL ON BLACK · SYMBOL ON WHITE · PROFILE PICTURE

07 STENCIL

A black stencil-cut GL stamp with a red tag, like the spray-painted signs at a warehouse rave.
Raw and underground. Heavy monospace name.











SYMBOL ON BLACK · SYMBOL ON WHITE · PROFILE PICTURE

08 MIXTAPE

A cassette with turning reels and a red label stripe — his 80s remixes and the mixtape culture behind them. Fast, leaning wide capitals.







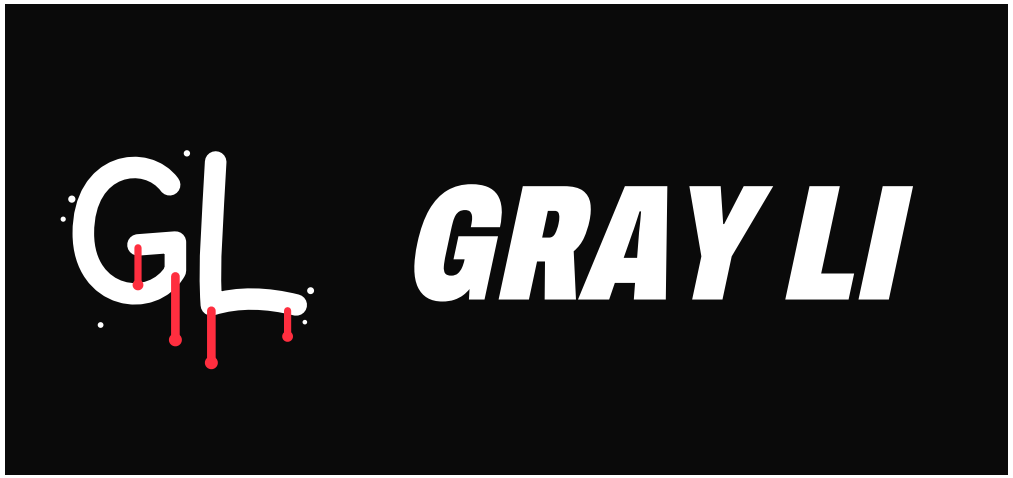




SYMBOL ON BLACK · SYMBOL ON WHITE · PROFILE PICTURE

09 SPRAY TAG

GL thrown up as a graffiti tag in one rough stroke, with red paint drips and overspray. Street, raw, his. Heavy leaning name.











SYMBOL ON BLACK · SYMBOL ON WHITE · PROFILE PICTURE

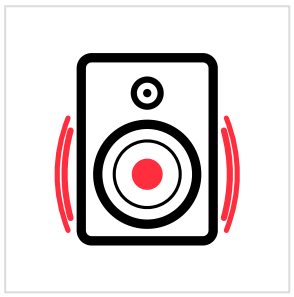
10 BASS BIN

A club speaker cabinet at full volume — woofer, tweeter and red shake lines. The sound system is the star. Extra-wide black capitals.











SYMBOL ON BLACK · SYMBOL ON WHITE · PROFILE PICTURE