

MIKE COHEA / VISUALS BRANDING

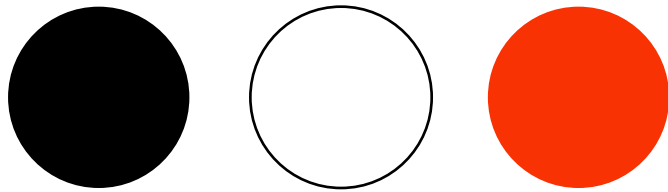
Round 1

Prepared by:
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JAS Design & Screen-Printing Studio

COLOR STORY

"Adventurous & Modern"

Color palette:

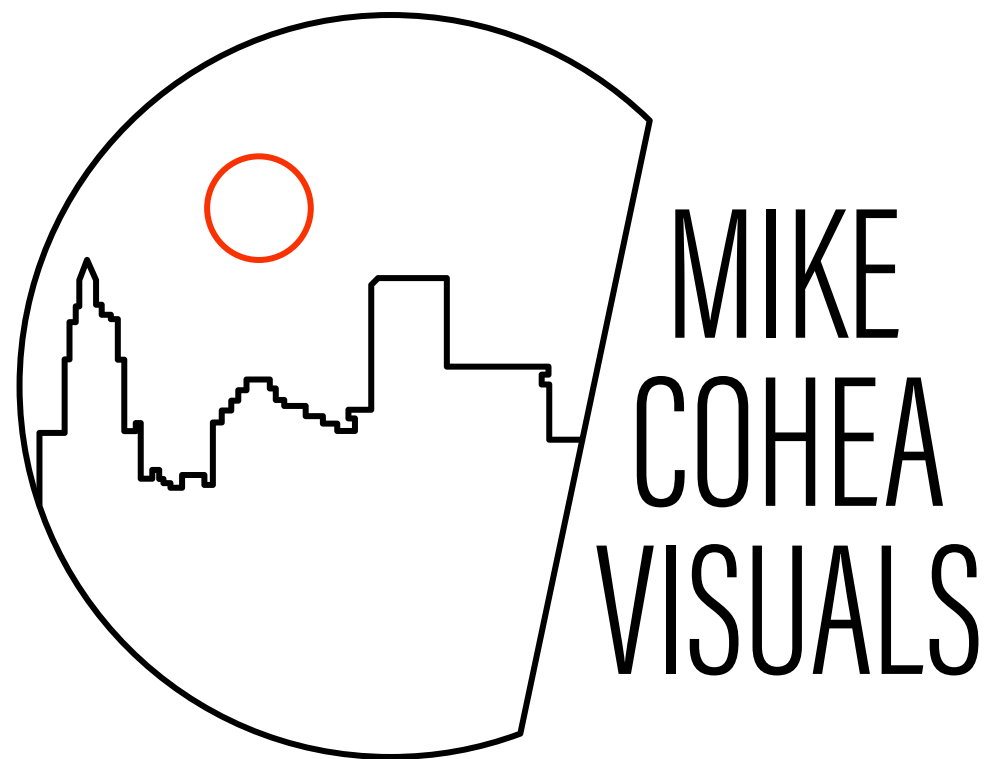


Orange calls to mind feelings of excitement, enthusiasm, adventure and warmth. Orange is also the color of bright sunsets, so many people might associate the color with the beauty of a setting sun.

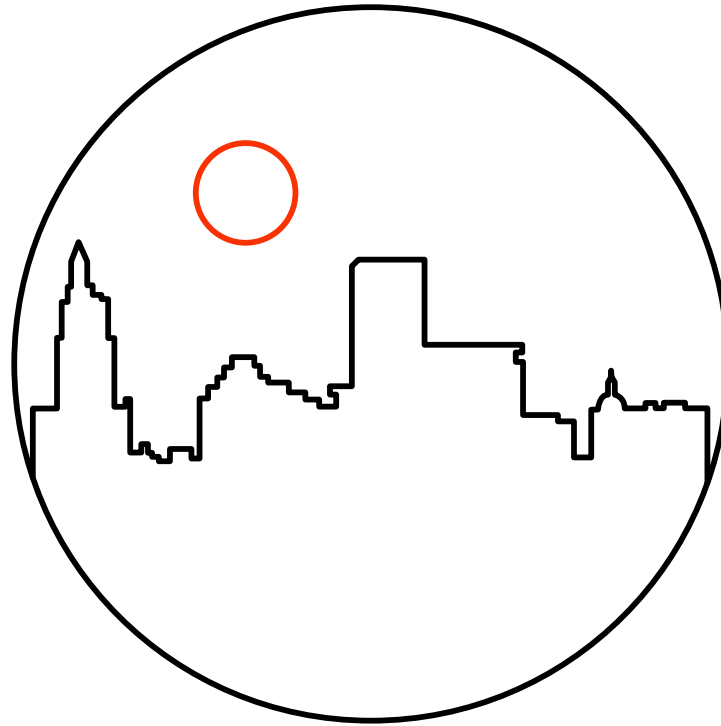
Using the visual balance of **black and white** with an accent color leads to powerful messaging and is a helpful strategy when wanting to draw attention to a specific object or creating a visual "pop." Black and white also make people think of words like 'clean', 'luxurious' and 'modern'.

OPTION 

Option 1 - Primary logo



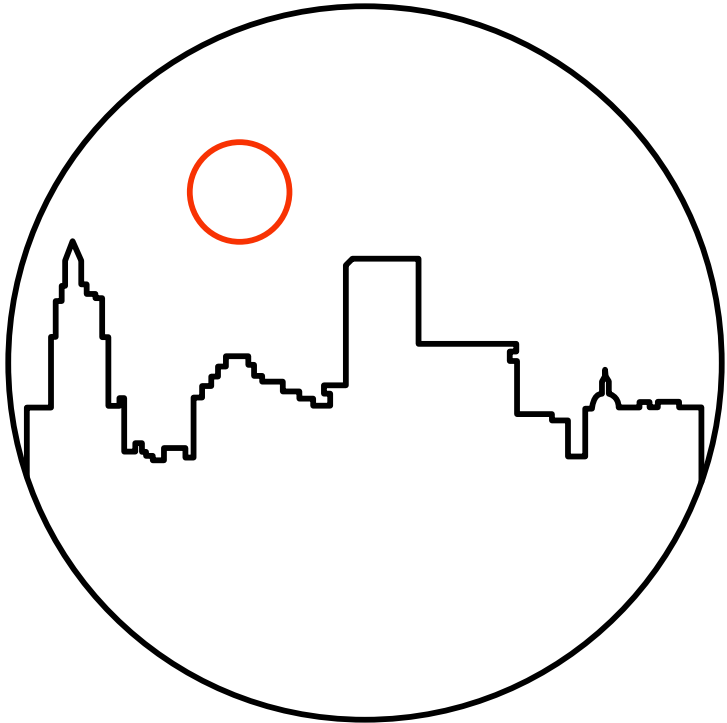
Option 1 - Secondary logo



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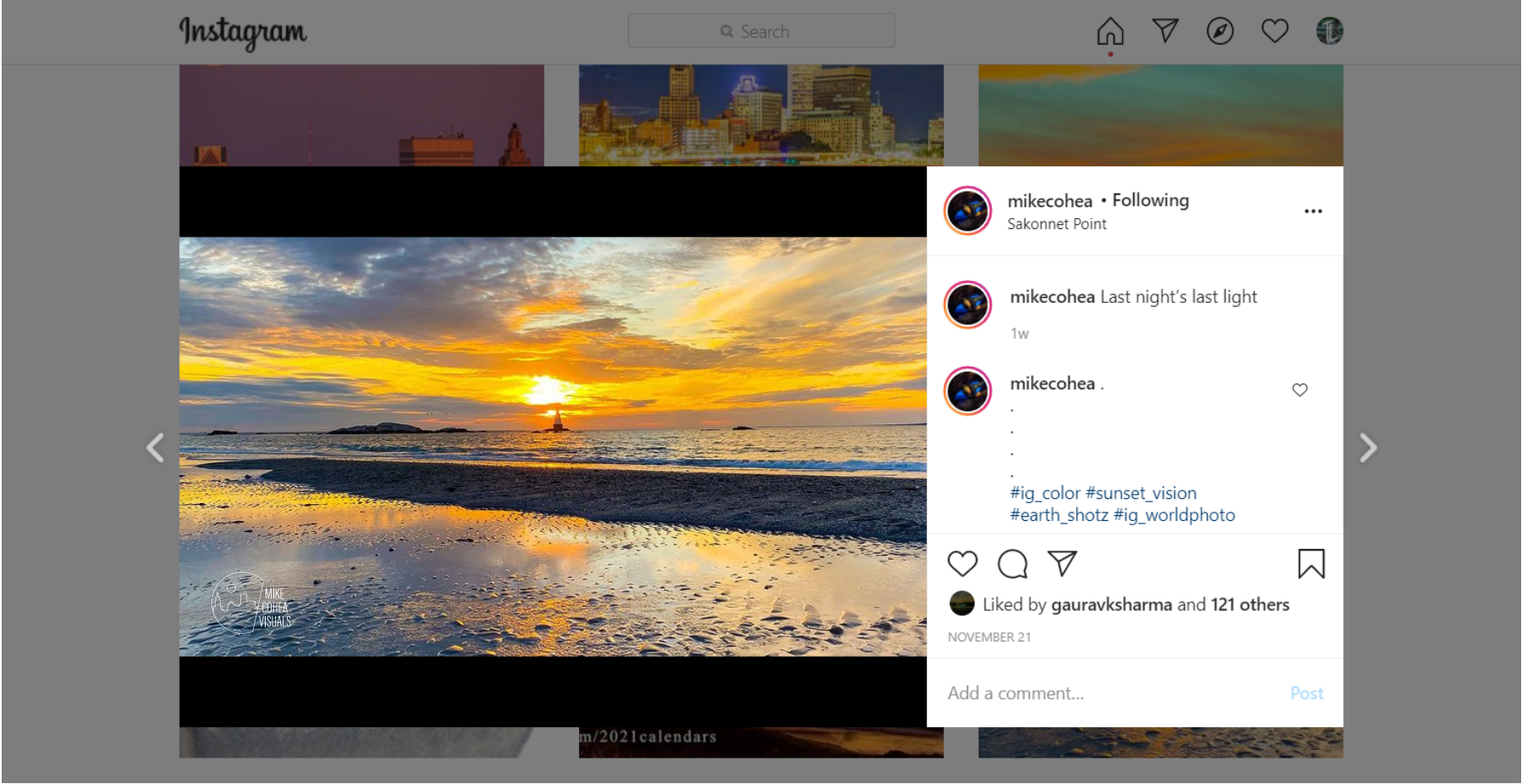
Option 1 - Icon



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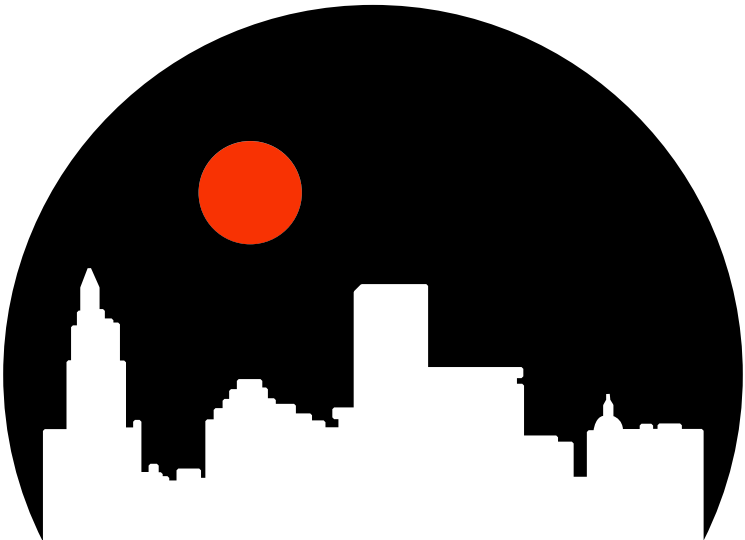
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Option 1 - Used in context



OPTION 

Option 2 - Primary logo

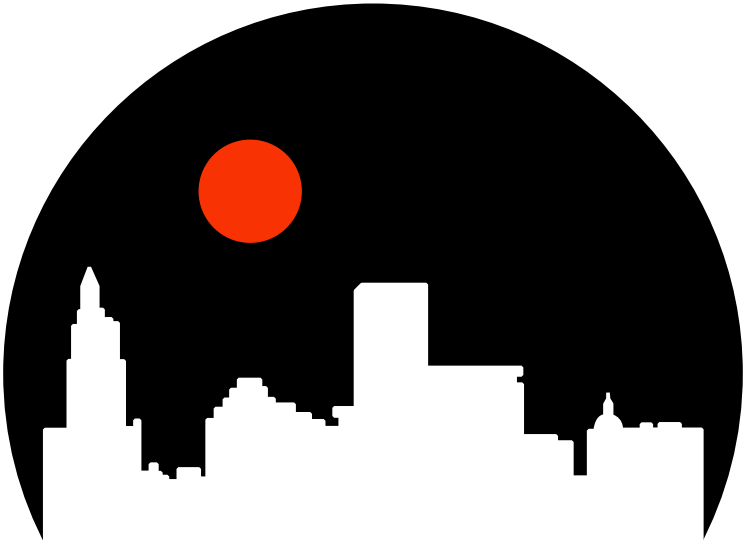


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Option 2 - Secondary logo



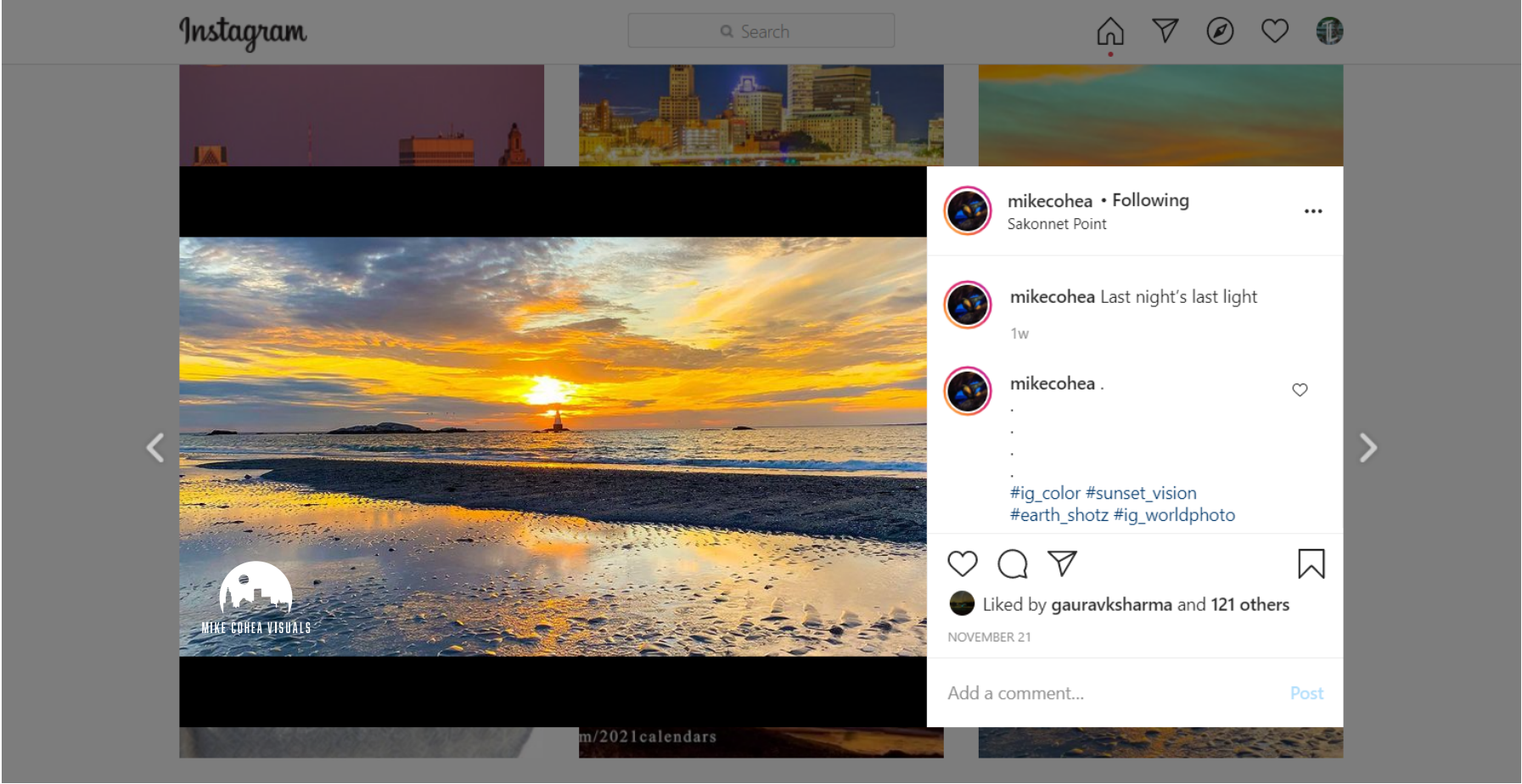
Option 2 - Icon



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Option 2 - Used in context



OPTION 

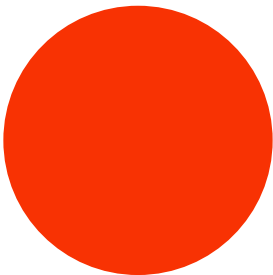
Option 3 - Primary logo



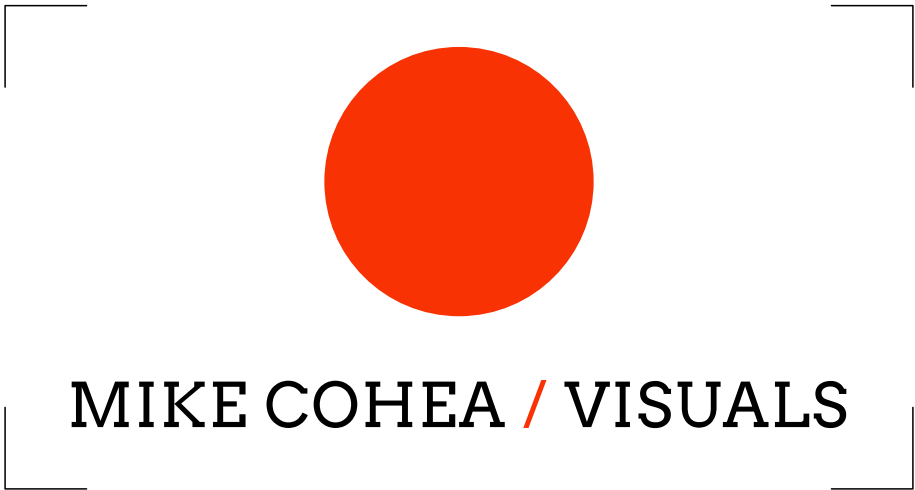
Option 3 - Primary logo



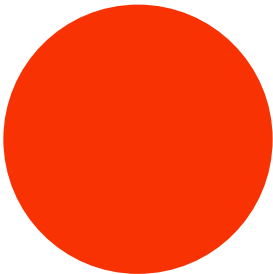
Option 3 - Secondary logo



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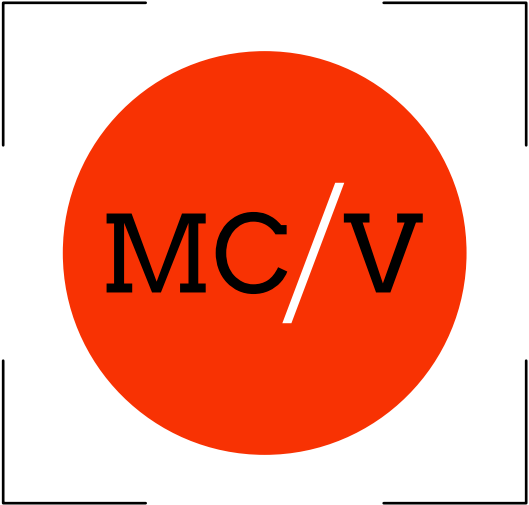
Option 3 - Secondary logo



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Option 3 - Icon



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Option 3 - Used in context

