

MIKE COHEA / VISUALS BRANDING

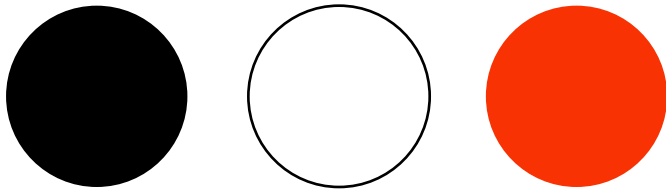
Round 2

Prepared by:
Shannon Malloy
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'.

SELECTED LOGO

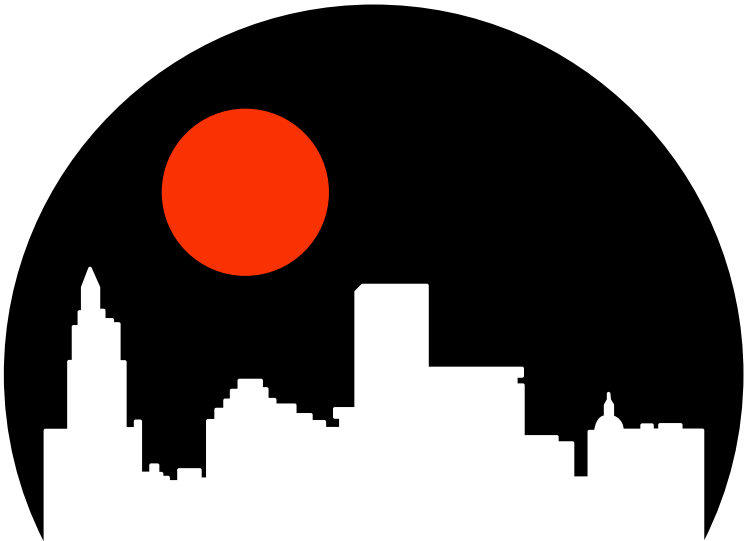
Primary logo



Primary logo



Secondary logo



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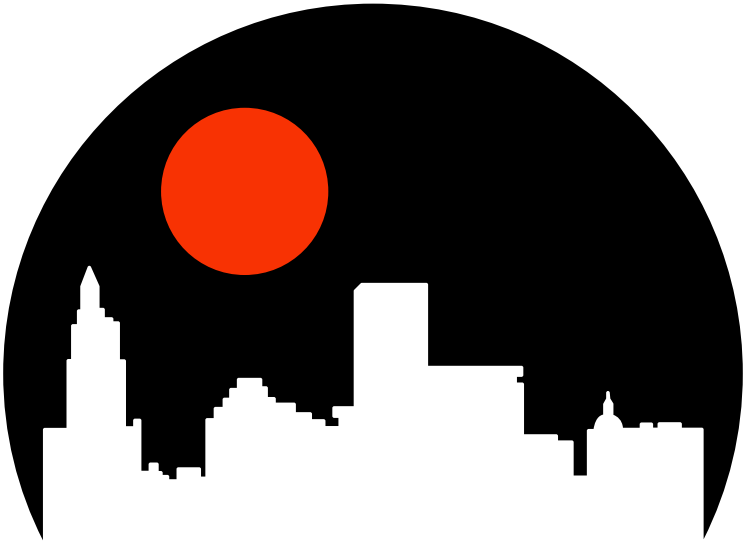
Secondary logo



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Icon





Word-mark

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Used in context

