

Jeff Clark

Logo Proposal





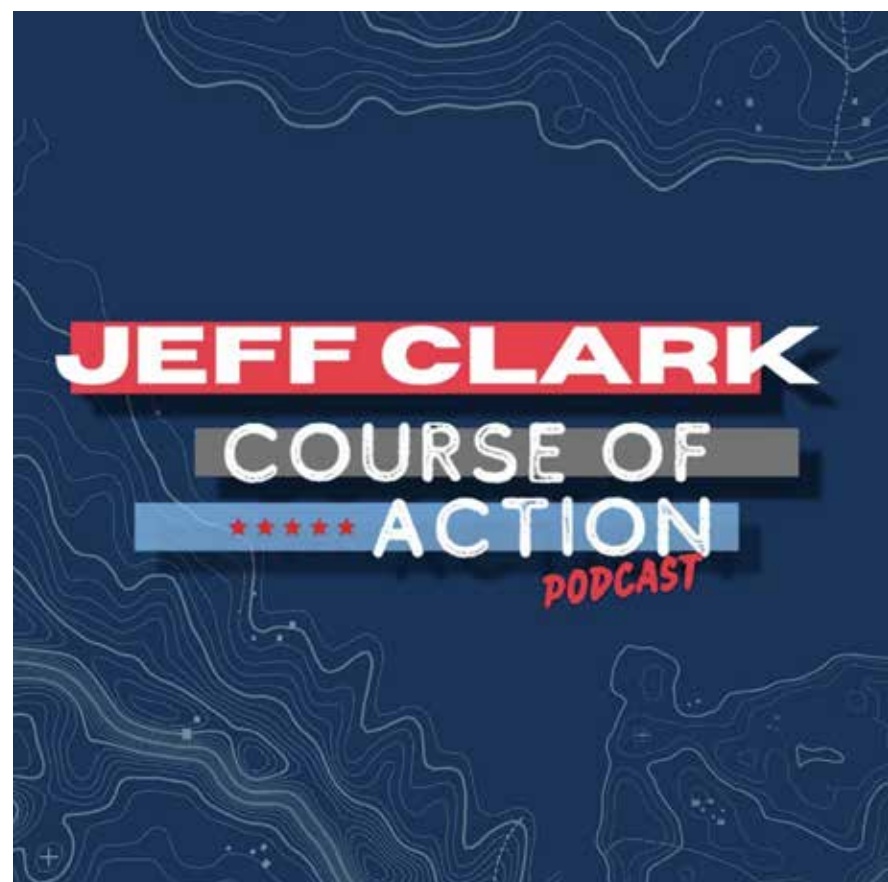
We are:

- Passionate
- Creative
- Forward Mindset

Where we are going:

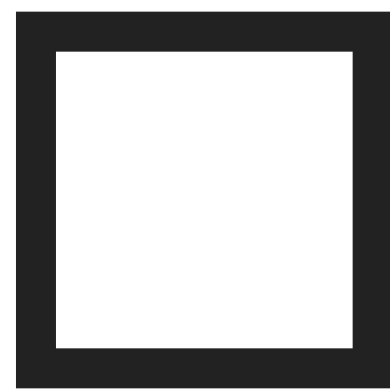
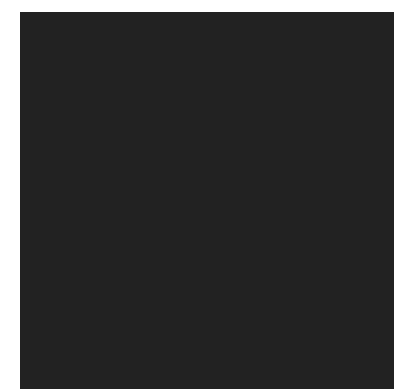
- Tactical
- Patriotic, but not 'in your face'

Design queues: simple & bold



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Concept 1

Icon

The purest form of our identity, our arrow pointing forward, left to right. We're checking it out first in black & white to get a sense for the negative space.



Wordmark

Our full identity with name and icon as most folks will come to recognize us.

JEFF CLARK 

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Apotek

Badge

This circle badge functions as an alternate to our main icon and wordmark. It works really well on apparel, coins, patches, and well, it's just a cool piece to represent our brand.



JC

JC 

Color

Our colors are American, without tipping our hat too heavy to patriotism. Each shade is a tad desaturated, perfect for a tactical feel.



Dark Blue (Pantone 547)



Red (Pantone 710)



Yellow (Pantone 149)

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Real World Usage

Some sweet mockups to help us visualize what we might look like out there in the world.



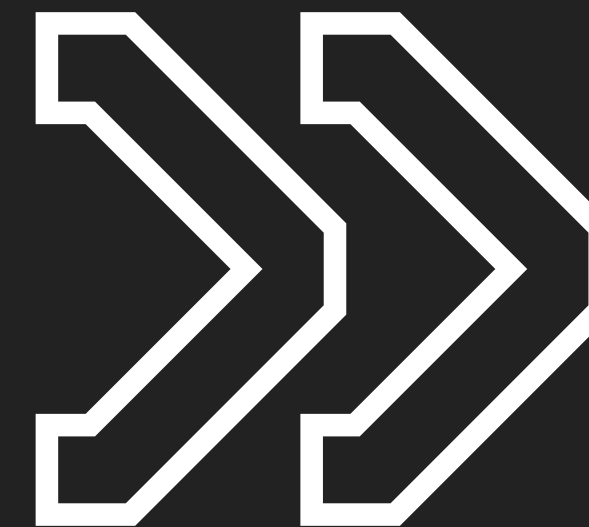




Concept 2

Icon

The purest form of our identity, our arrow pointing forward, left to right. We're checking it out first in black & white to get a sense for the negative space.



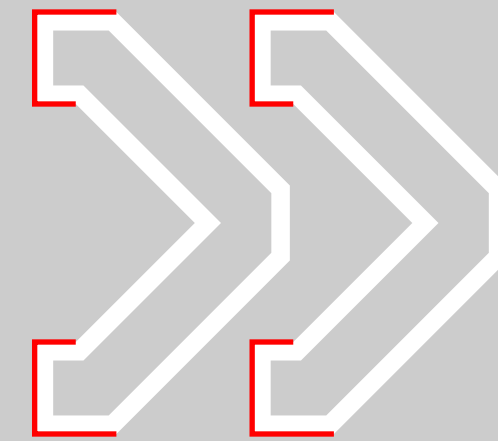
Wordmark

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JEFF CLARK

Video



Badge

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JC

JC>>>

JEFF CLARK 

JC >>



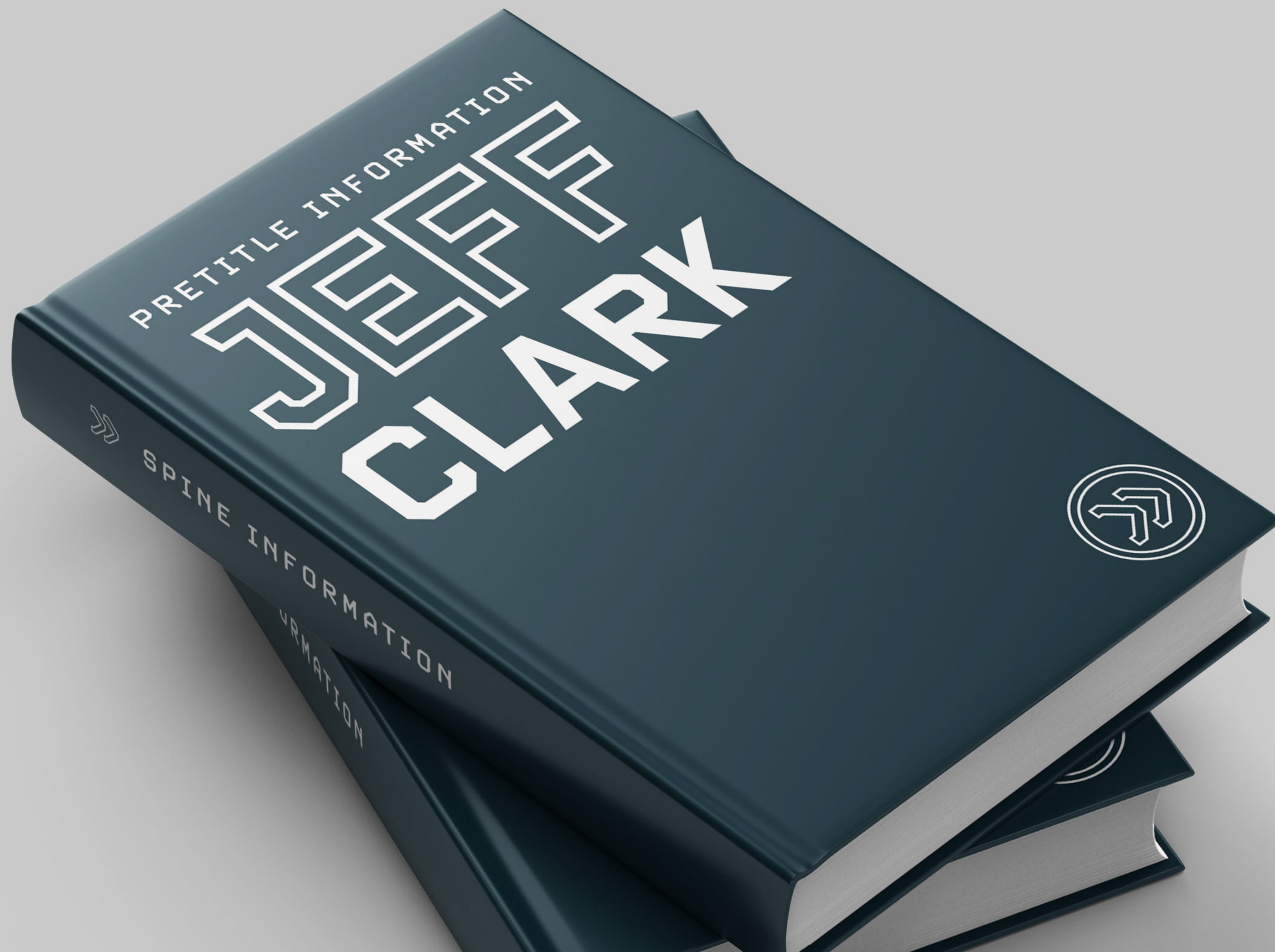


Real World Usage

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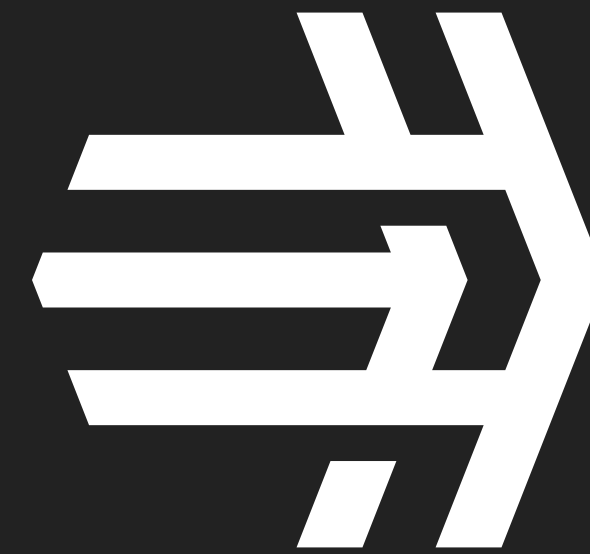




Concept 3

Icon

The purest form of our identity, our arrow pointing forward, left to right. We're checking it out first in black & white to get a sense for the negative space.



Wordmark

Our full identity with name and icon as most folks will come to recognize us.

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Badge

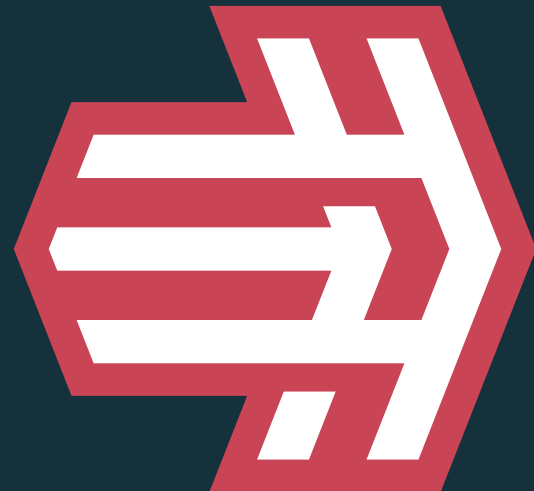
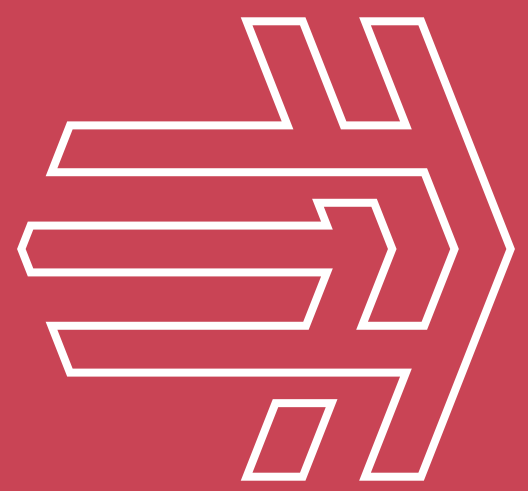
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