

Leader Transition Institute

Logo Proposal



We are a second chance at transition.

We are for professionals transitioning from service careers:
Veterans | First Responders | Teachers

Our Audience

The Leaders

The Donors

Corporate Sector

Passionate

Professional

Current







Leader Transition Institute



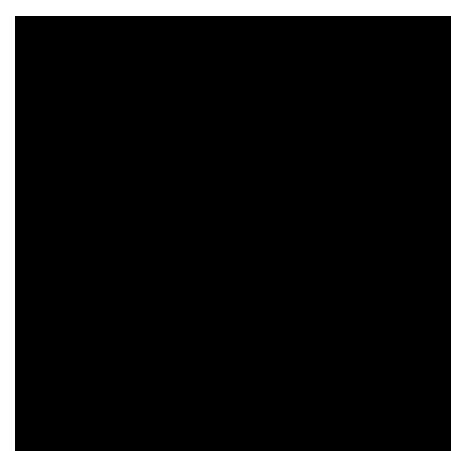
Leader Transition Institute



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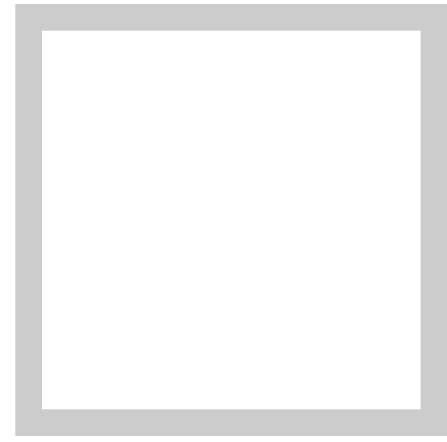


LTI



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Previous Logo, Revised

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Square Orientation



Horizontal Orientation



Concept 1

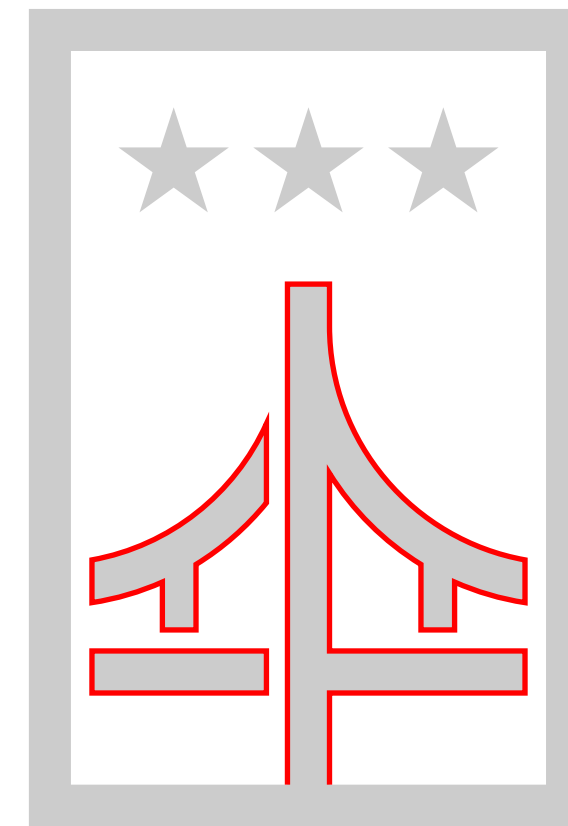
Icon

The main symbol, nice and simple. First, we're seeing it on black & white to get a sense of how our negative space will work on dark backgrounds.



Icon Symbolism

1) Suspension bridge symbolizing bridging the gap between service time & life after service. 2) Three stars symbolizing the three pillars we serve, The Leaders, The Donors, the Corporate Sector.



Wordmark

Our icon paired with our name as most people will come to know our brand. Our name is stacked tightly to the right decreasing our overall horizontal length, an approach that will be flexible to a large variety of scenarios.



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Typography

'*Acumin*' font in all uppercase. This type is a cutting-edge variable font taking on a range of widths & boldness. Here, we're using it in a condensed form that allows us to fit our letters tighter together, but we can see how flexible it might be in usage throughout the brand.

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ACUMIN

ACUMIN

ACUMIN

Introduction of Color

This is a strong American brand, so naturally, we'll use our red, white, and blue, but with intention. For this proposal, we've chosen a dark bold blue (2767) paired with a lighter & slightly desaturated red (1785). These colors vary to contrast one another. A lighter red in particular will pop on a dark blue background.



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Paired with Message

We are a second chance at transition. This is how our wordmark might look in the context of a larger, branded message.

**YOUR SECOND CHANCE
AT TRANSITION**

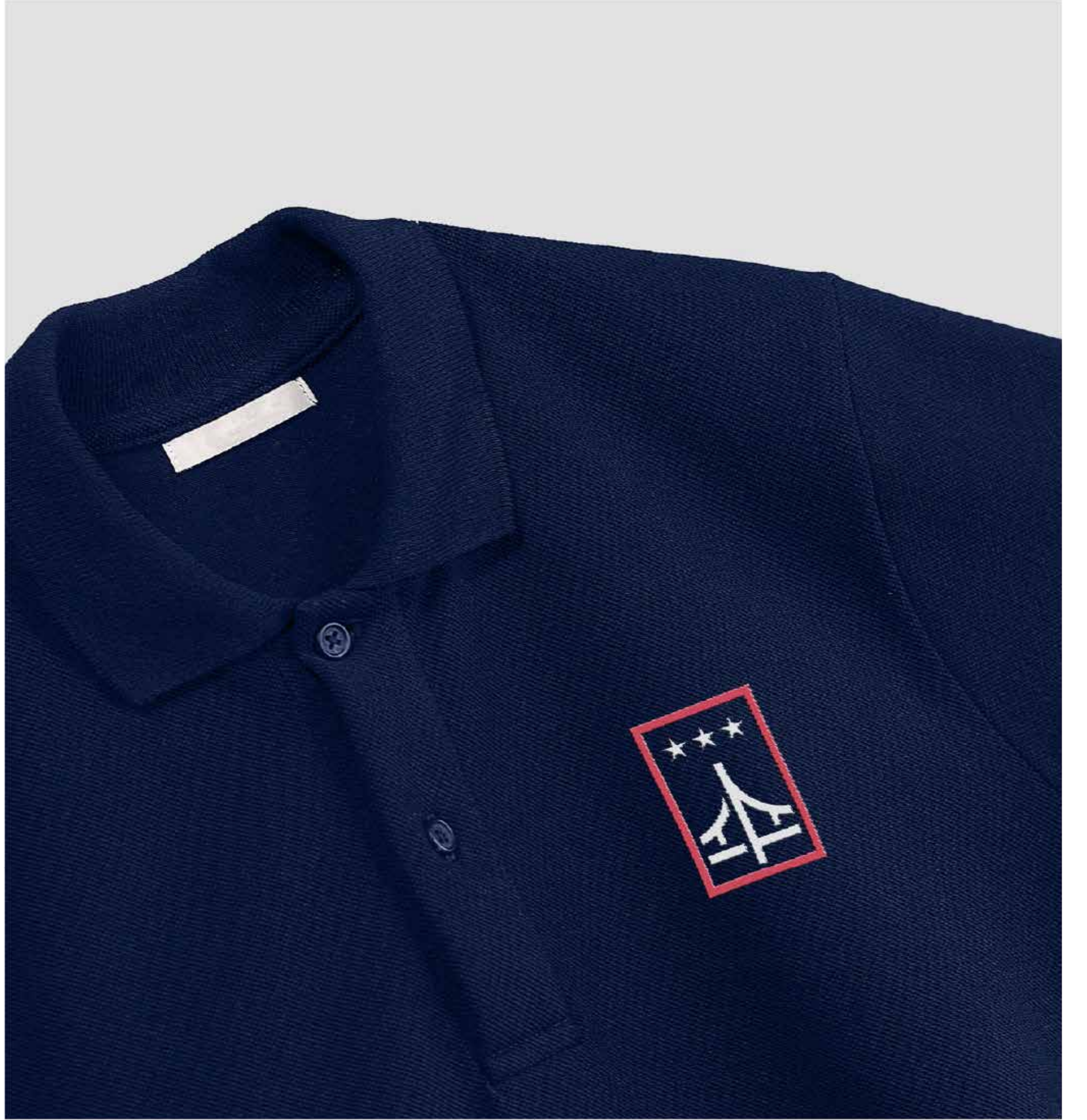


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Real World Mockups

Here's how our brand might look in various situations, visualized for context.





Concept 2

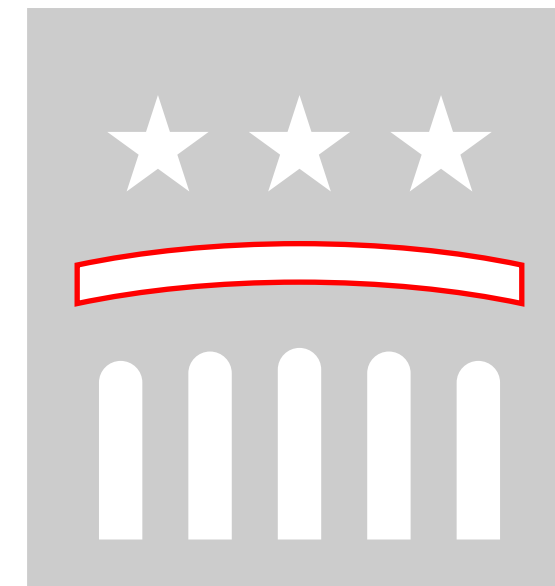
Icon

The main symbol, nice and simple. First, we're checking it out in its simplest black & white form.



Icon Symbolism

1) Arch bridge symbolizing bridging the gap between service time & life after service. 2) Three stars symbolizing the three pillars we serve, The Leaders, The Donors, the Corporate Sector.



Wordmark

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Typography

'*Rustica*' font in all uppercase. This font also has a wide range of style. It's particularly clean & modern, while still featuring some signature aspects that make it unique.

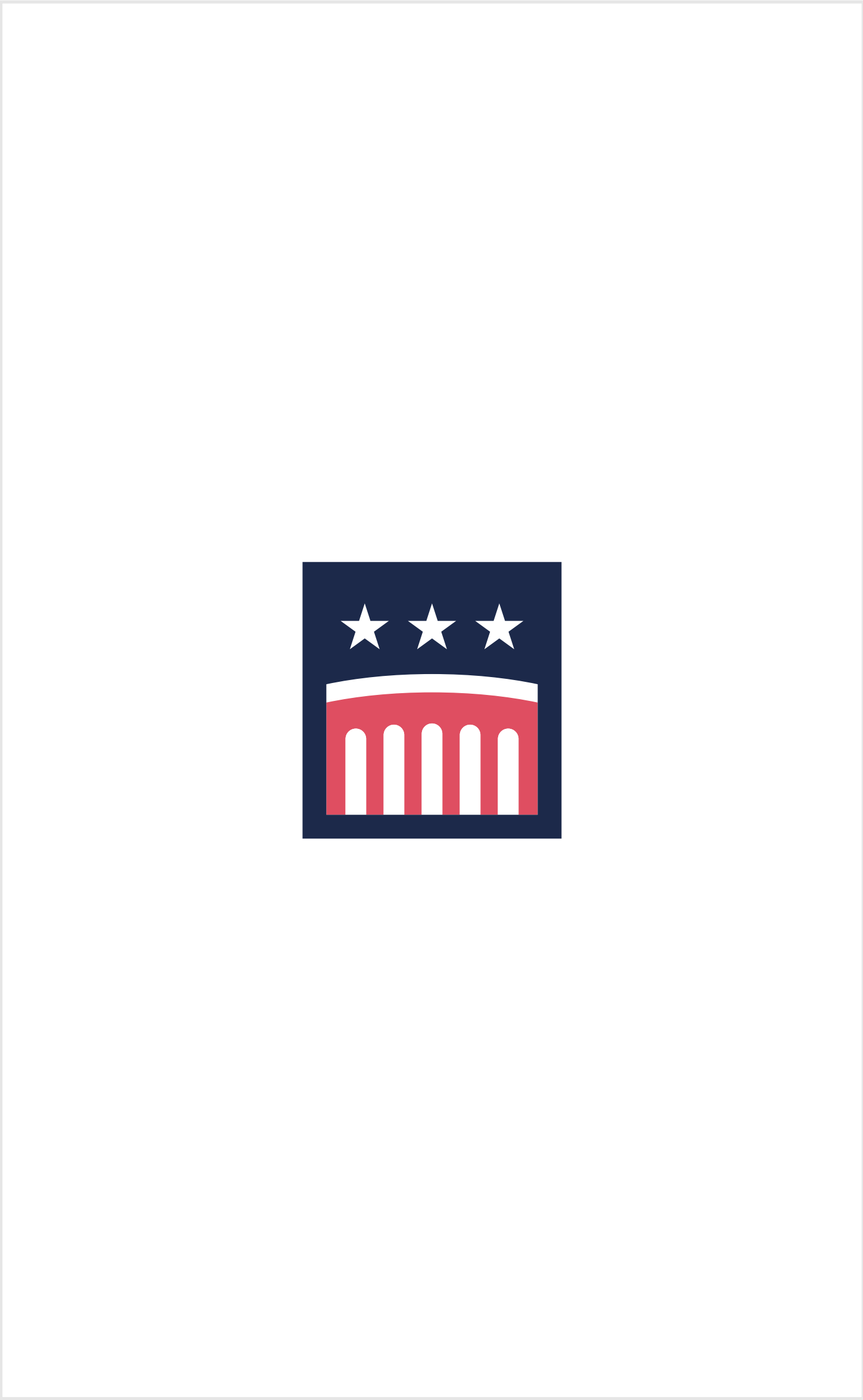
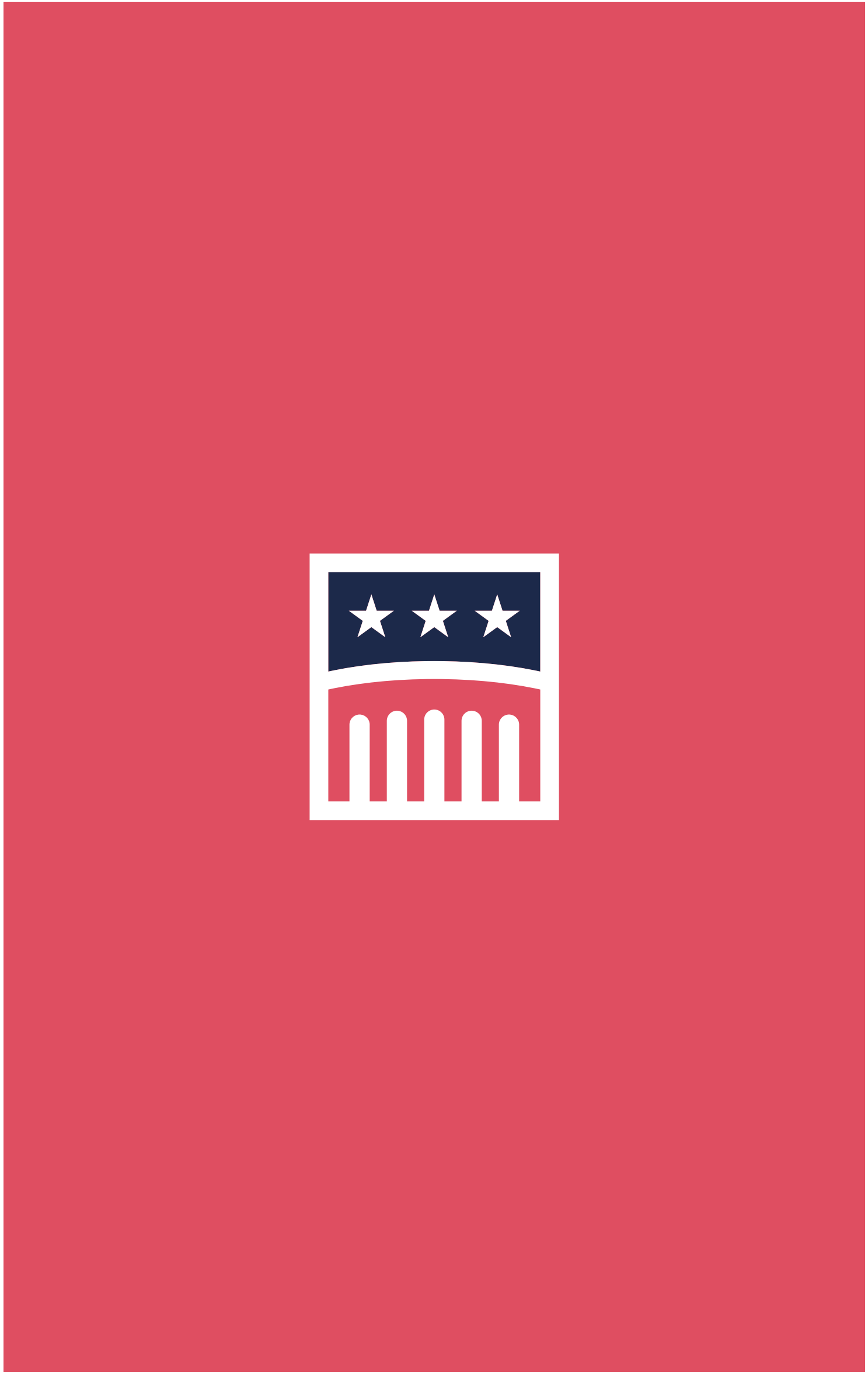
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Rustica

Rustica

Rustica





Paired with Message

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**Your Second Chance
At Transition**



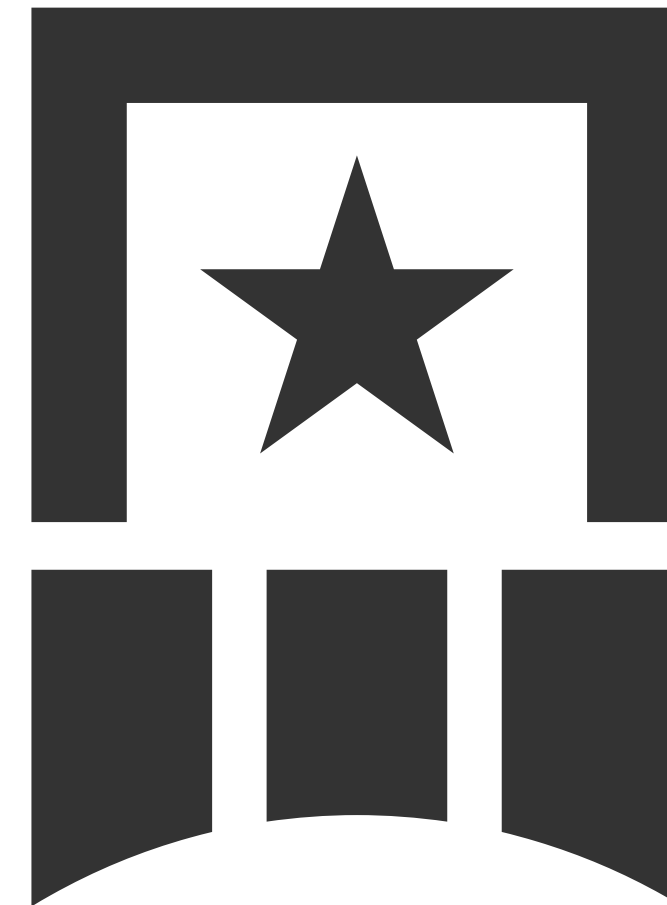




Concept 3

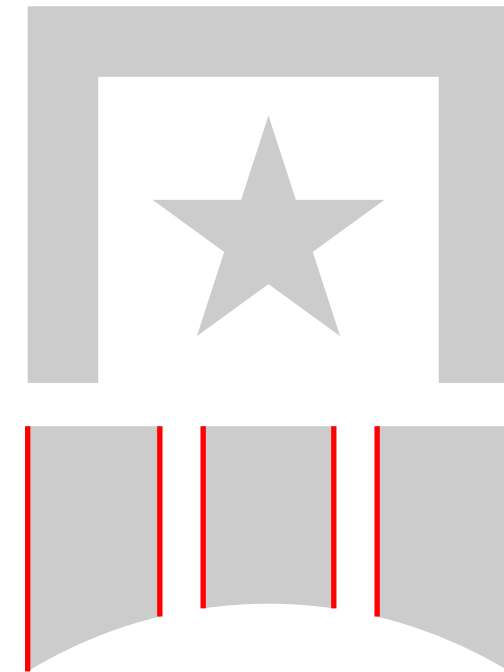
Icon

The main symbol, nice and simple. First, we're checking it out in its simplest black & white form.



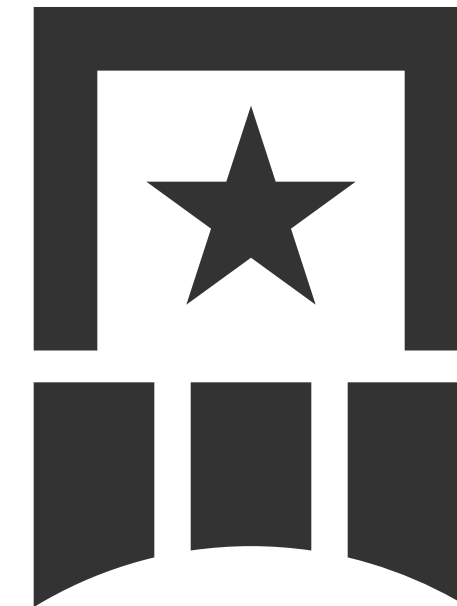
Icon Symbolism

1) Three stripes symbolizing the three pillars we serve, The Leaders, The Donors, the Corporate Sector. 2) Arch bridge symbolizing bridging the gap between service time & life after service.



Wordmark

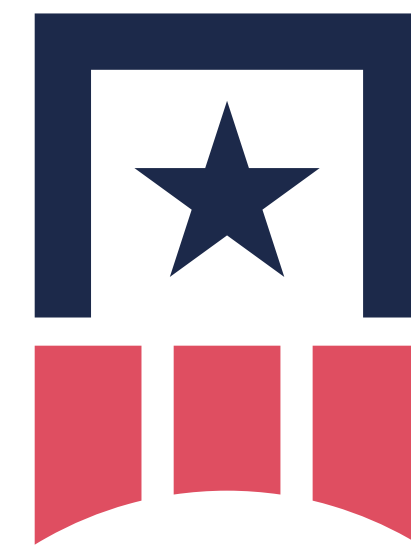
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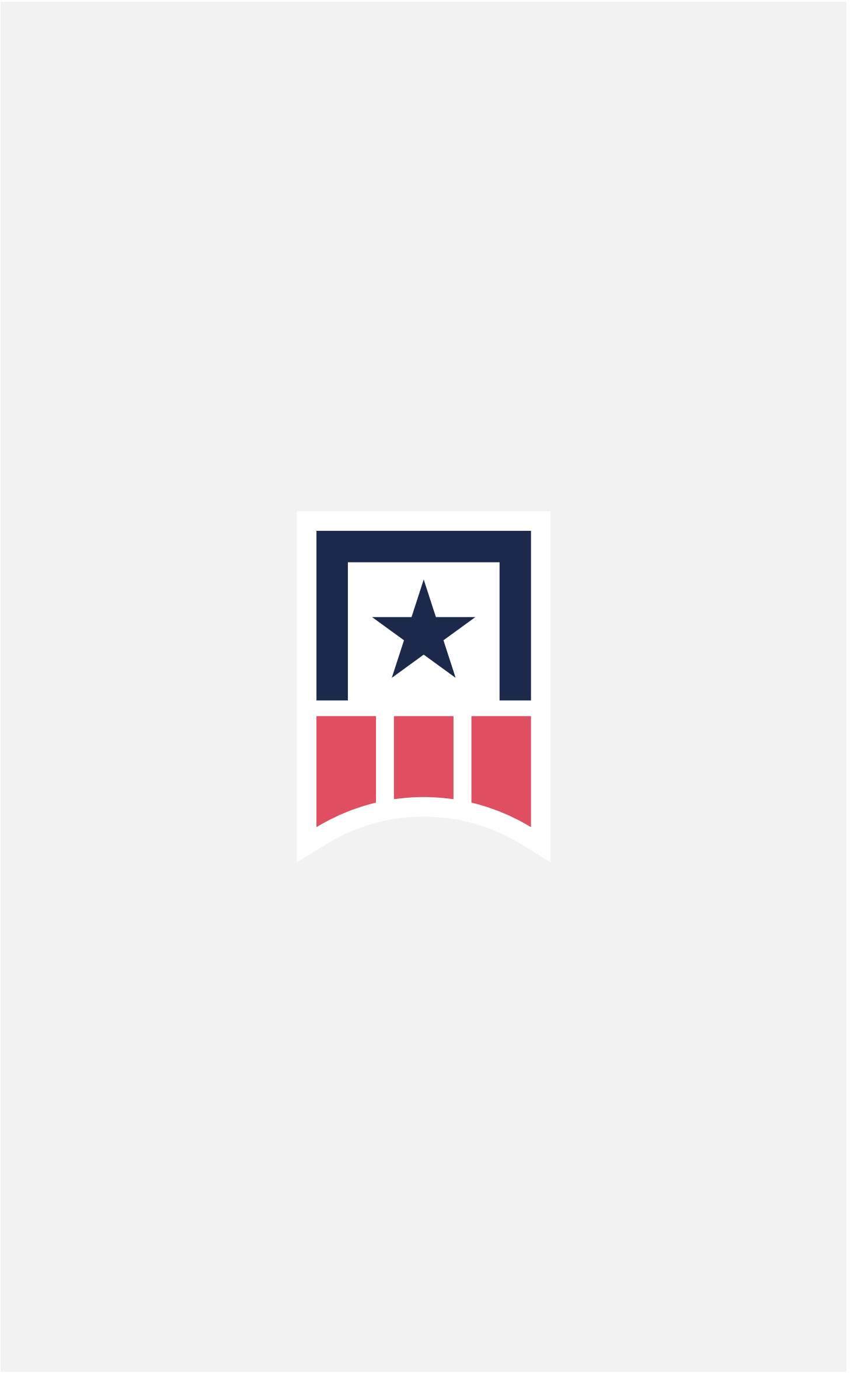
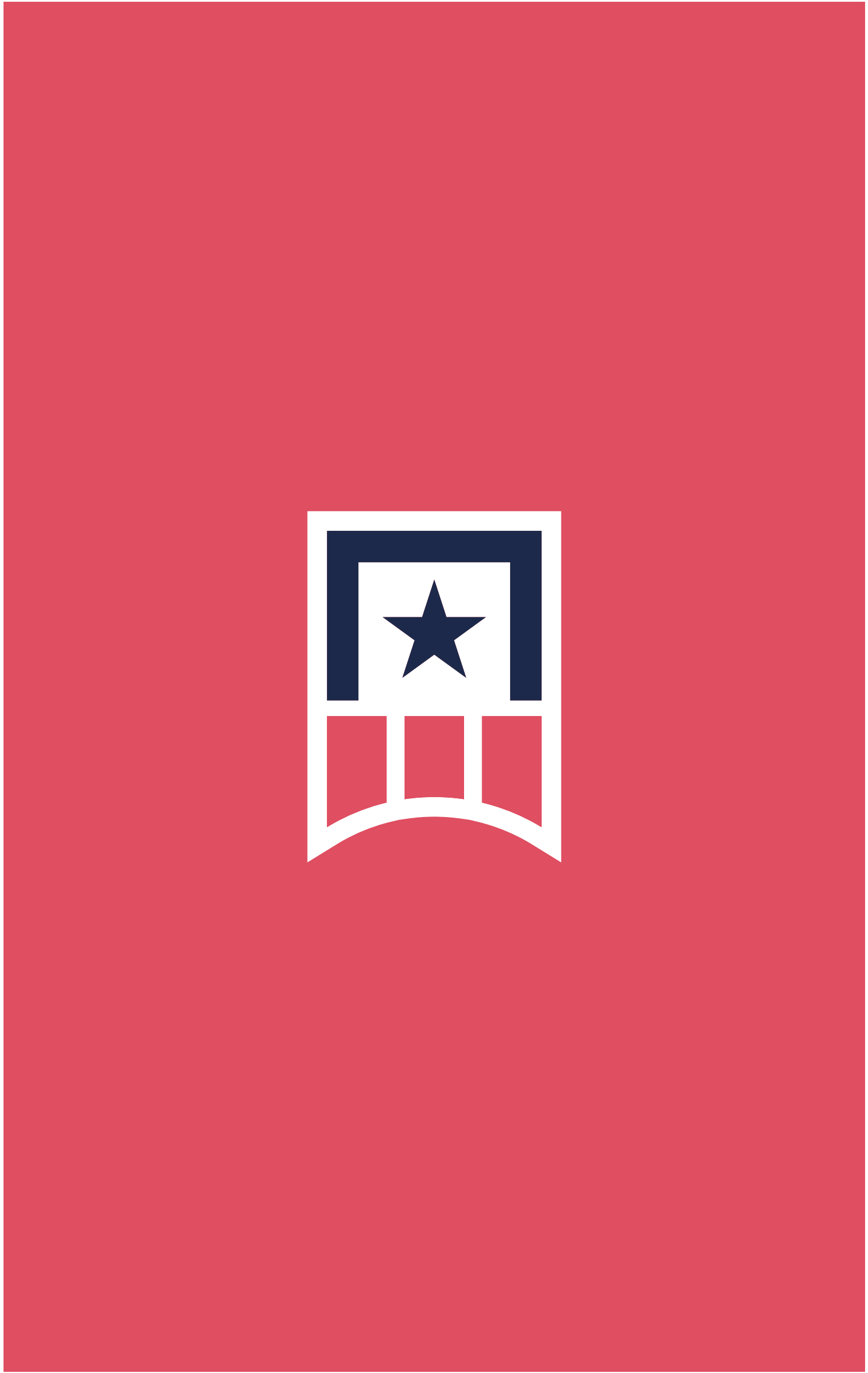
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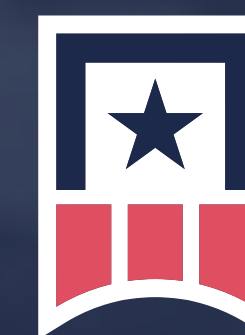
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