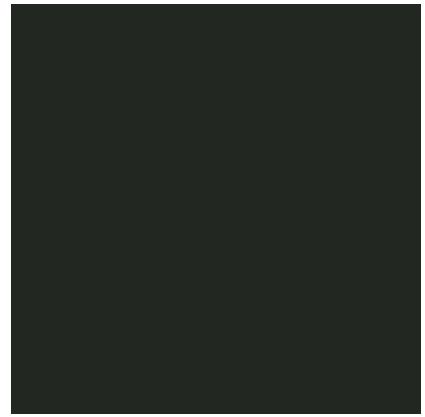
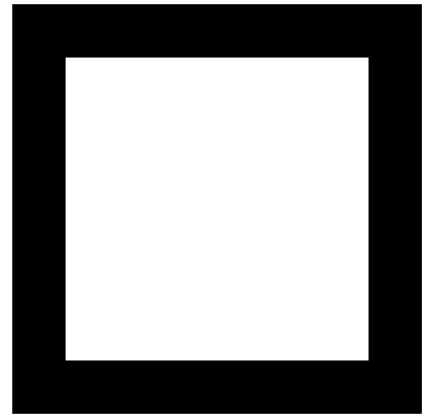


# Orth Fabrication

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## Logo Proposal





# Concept 1

# Wordmark

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.

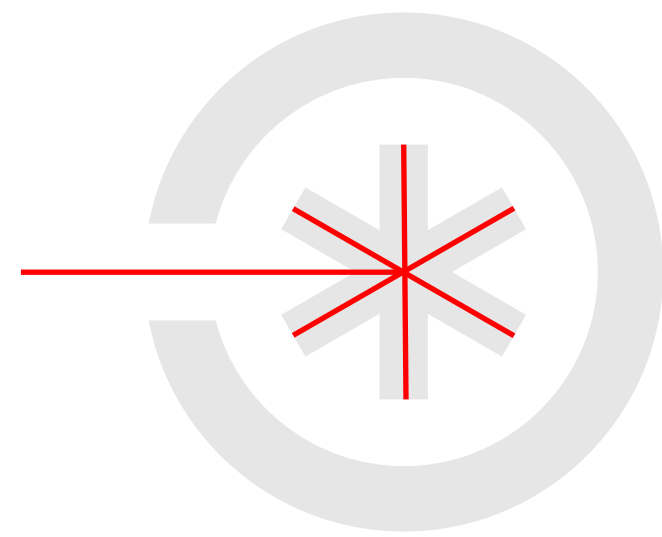


 **ORTH**  
**FABRICATION**

# Icon

The most basic form of our identity, best used in situations where the brand is already recognized, or small spaces where only the icon is applicable, like a favicon.







ORTH

ORTH  
FABRICATION



**ORTH**

**ORTH**

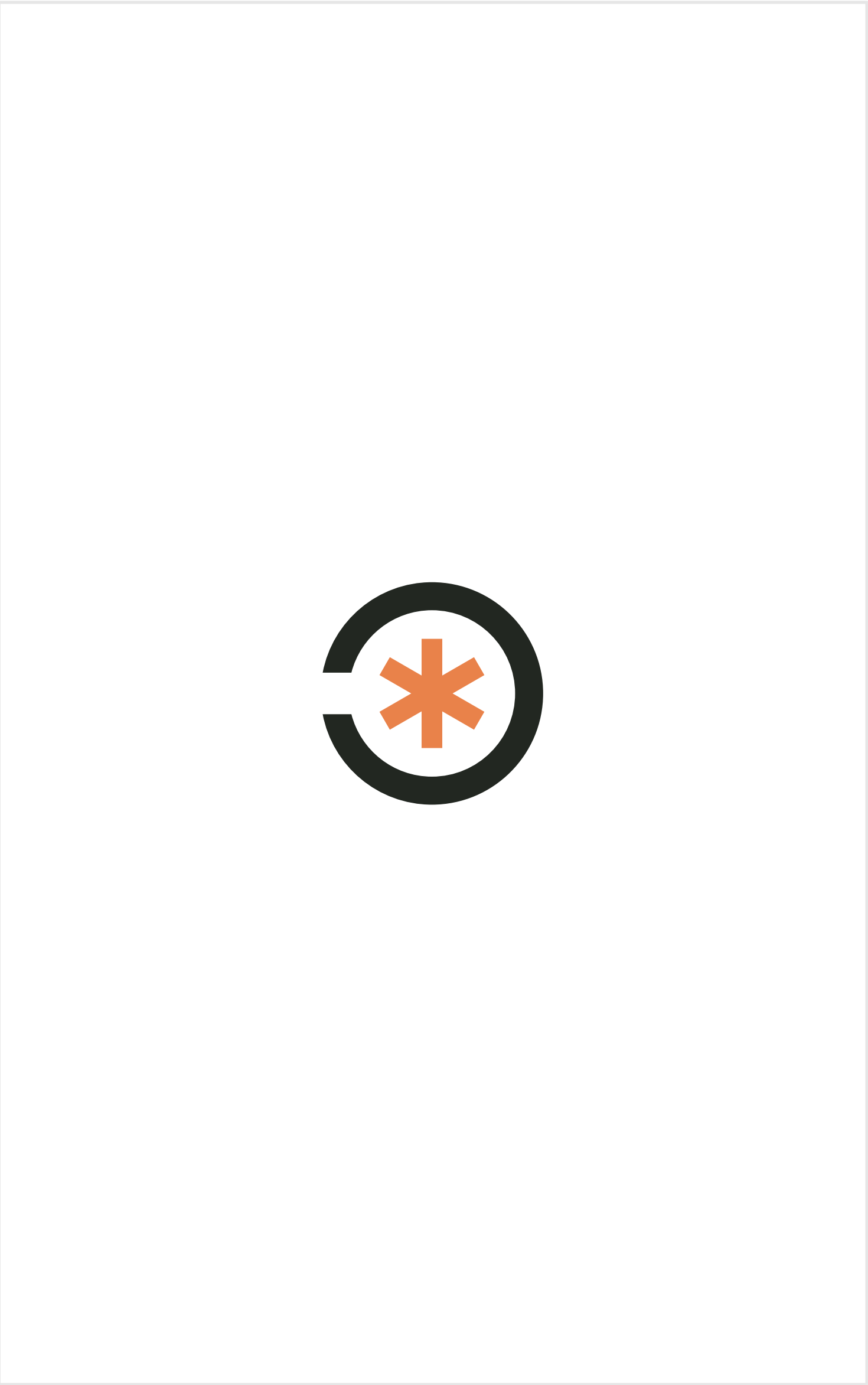
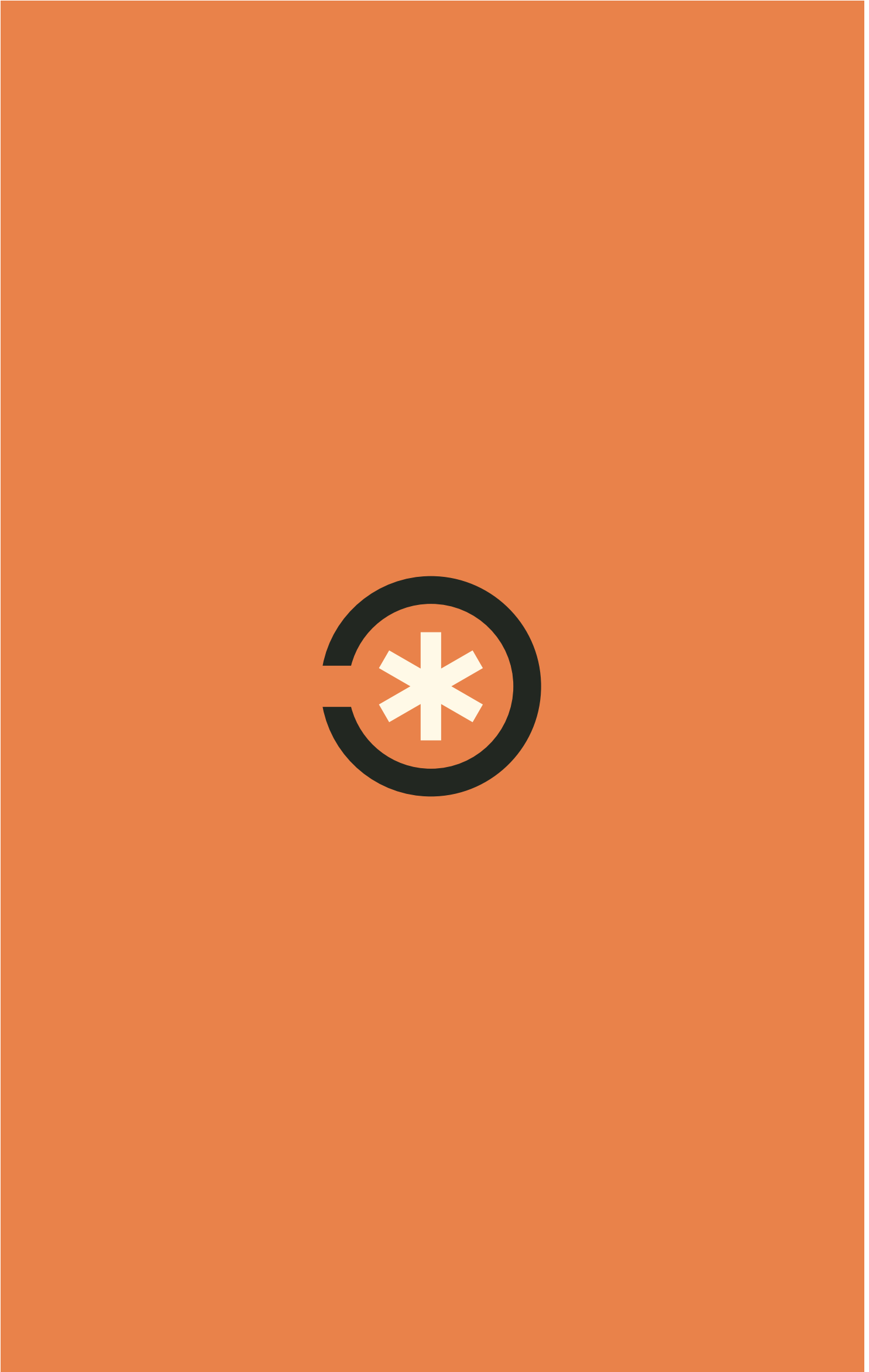
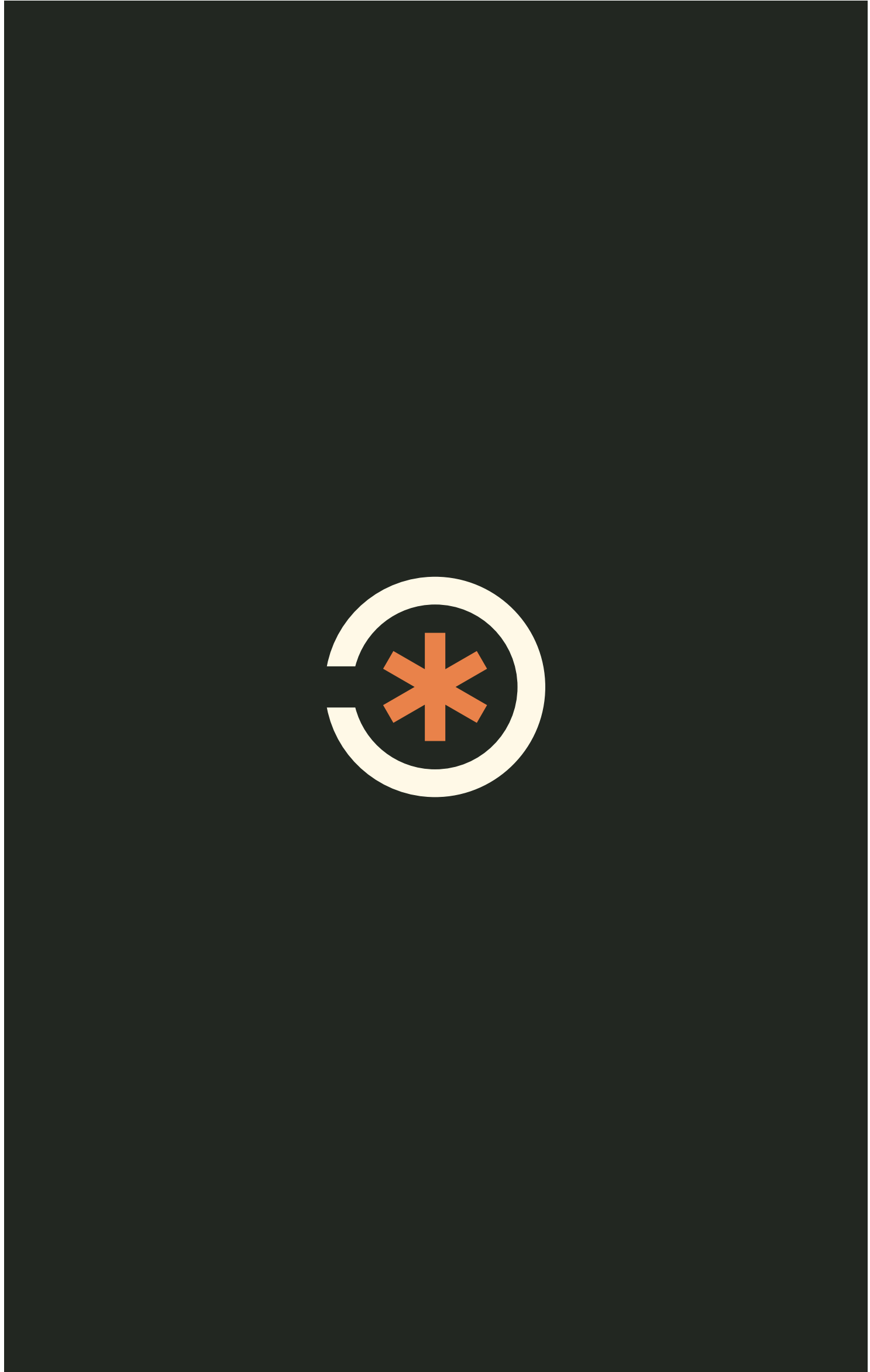
# Introduction of Color

Our colors based on the current web design, which are a nice nod to the compliance / safety industry.

**Red:** Pantone 174, #873B26

**Yellow:** Pantone 1235, #EFBA38







 ORTH

# Real World Mockups

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





# Concept 2

# Wordmark

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.



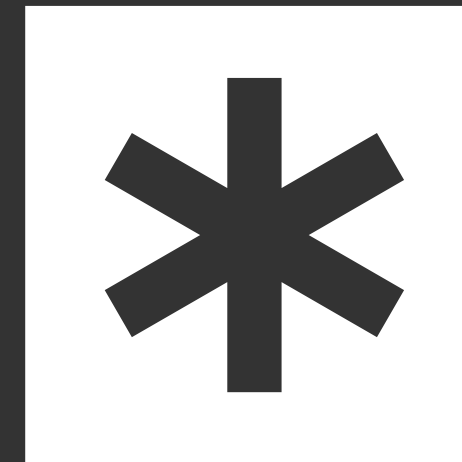


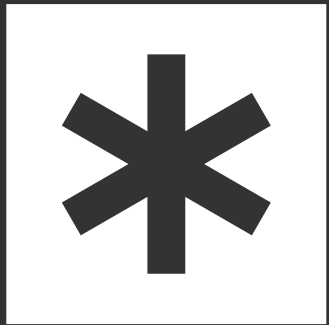
**\* ORTH**

**FABRICATION**

# Icon

The most basic form of our identity, best used in situations where the brand is already recognized, or small spaces where only the icon is applicable, like a favicon.







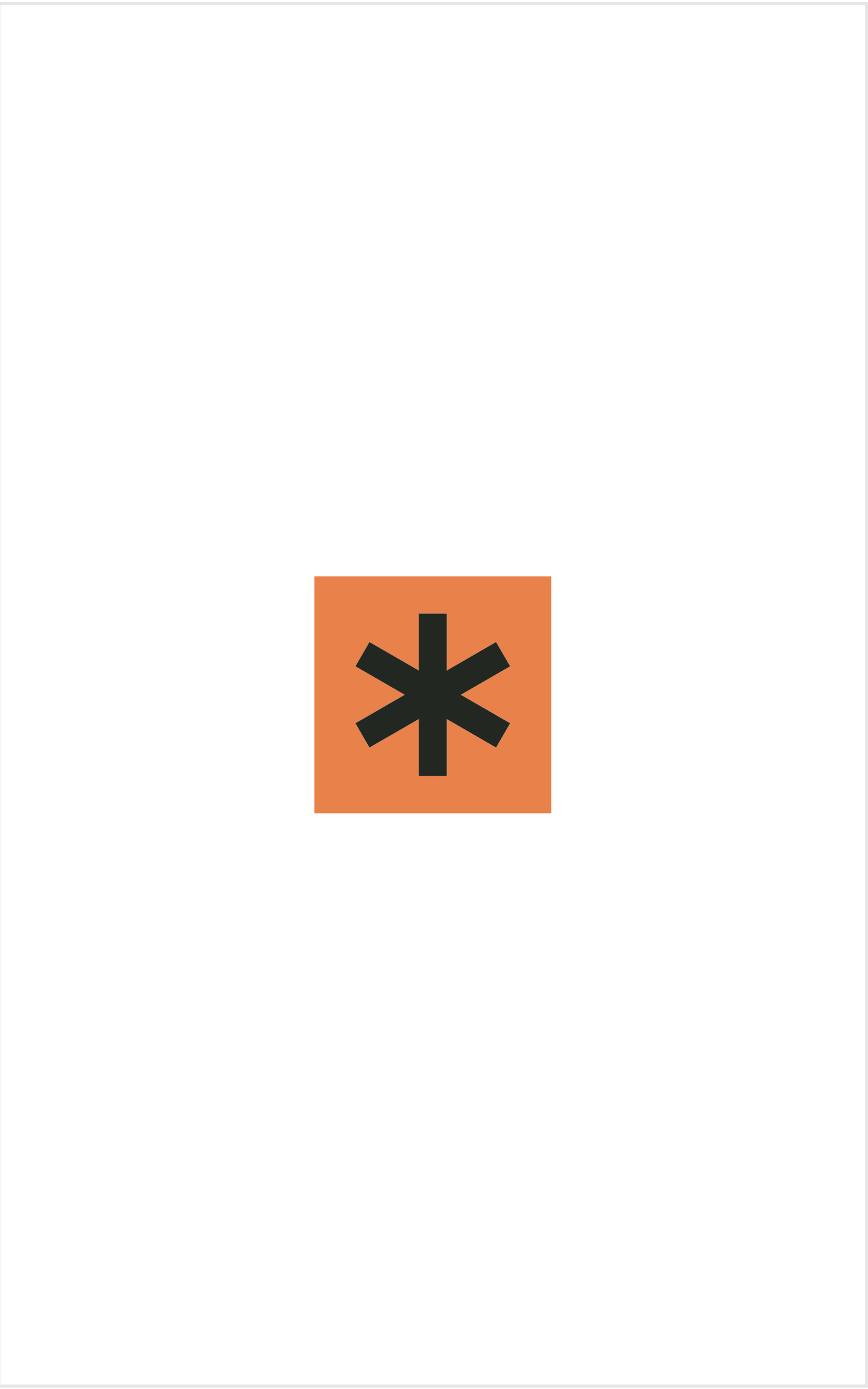
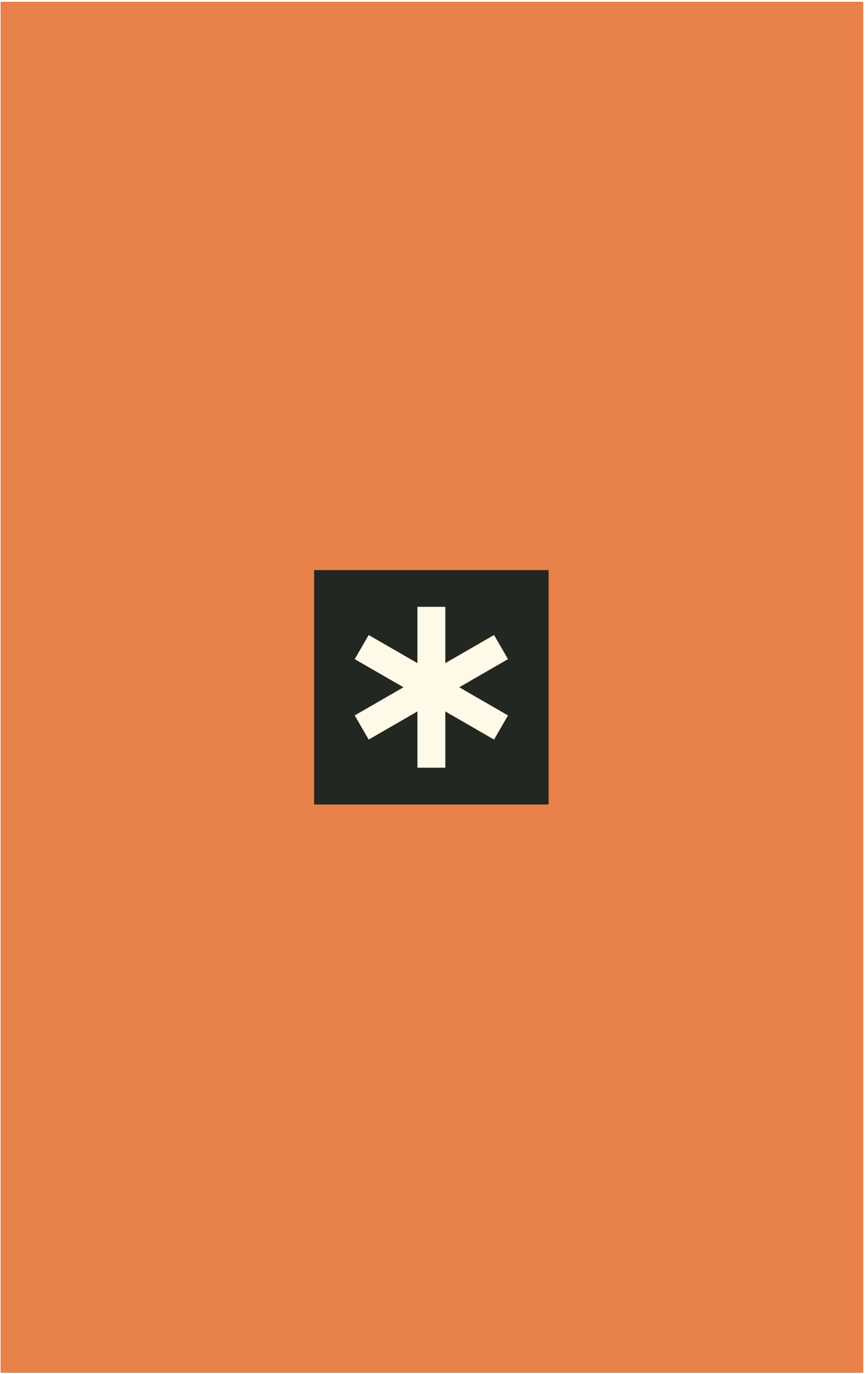
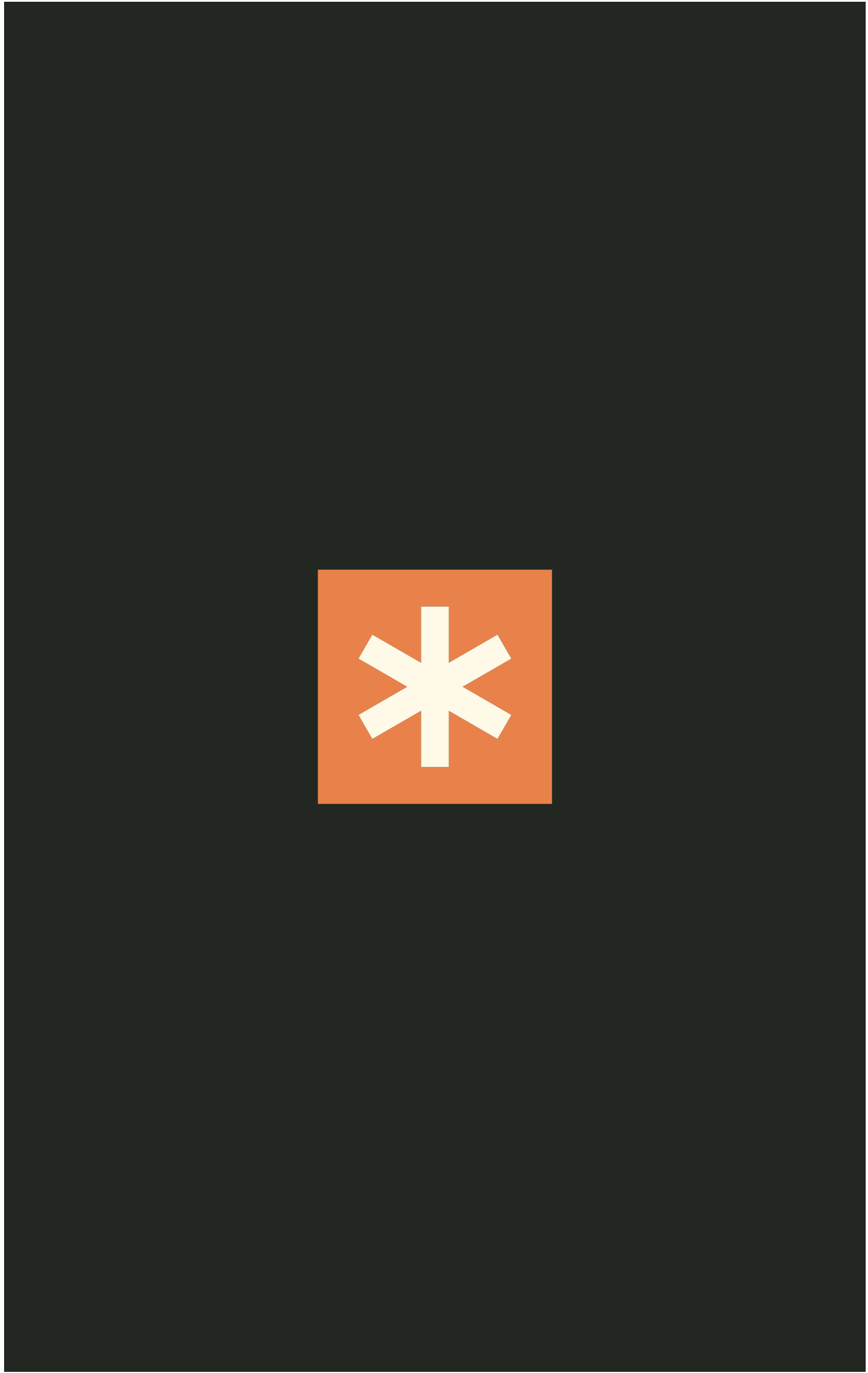
# Introduction of Color

Our colors based on the current web design, which are a nice nod to the compliance / safety industry.

**Red:** Pantone 174, #873B26

**Yellow:** Pantone 1235, #EFBA38







\* ORTH



NORTH

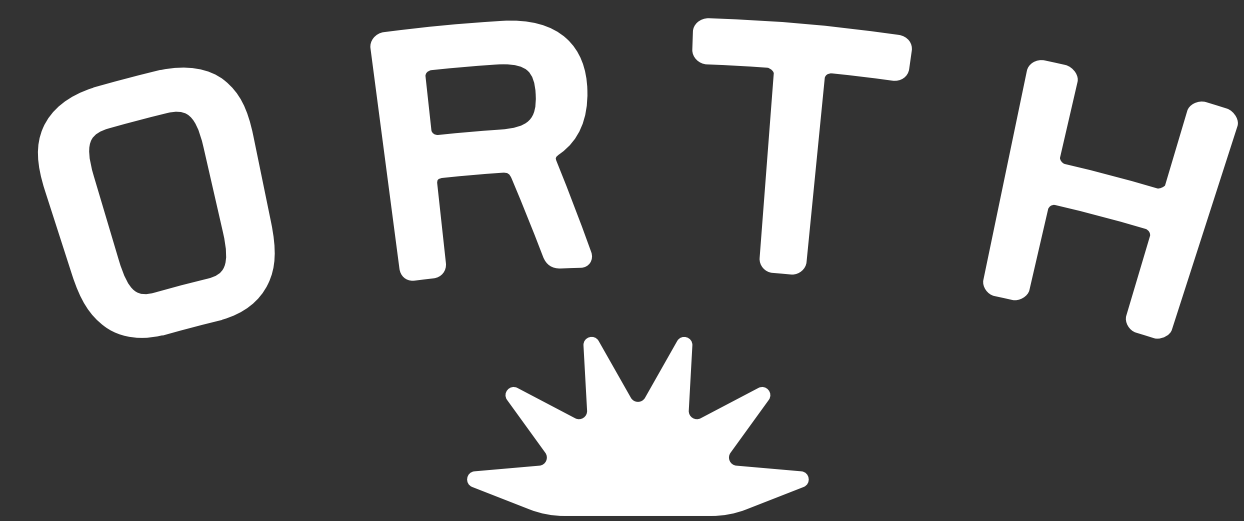




# Concept 3

# Wordmark

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.

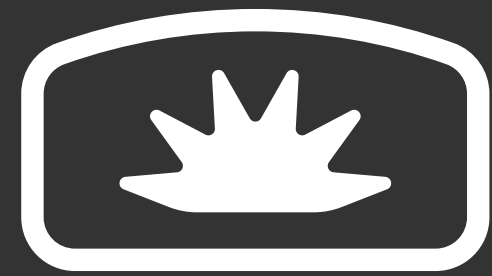




# Icon

The most basic form of our identity, best used in situations where the brand is already recognized, or small spaces where only the icon is applicable, like a favicon.






ORTH  
Crown symbol



ORTH  


ORTH  


# Introduction of Color

Our colors based on the current web design, which are a nice nod to the compliance / safety industry.

**Red:** Pantone 174, #873B26

**Yellow:** Pantone 1235, #EFBA38









ORTH  
✦



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