

Ready Force Logistics

Logo Proposal



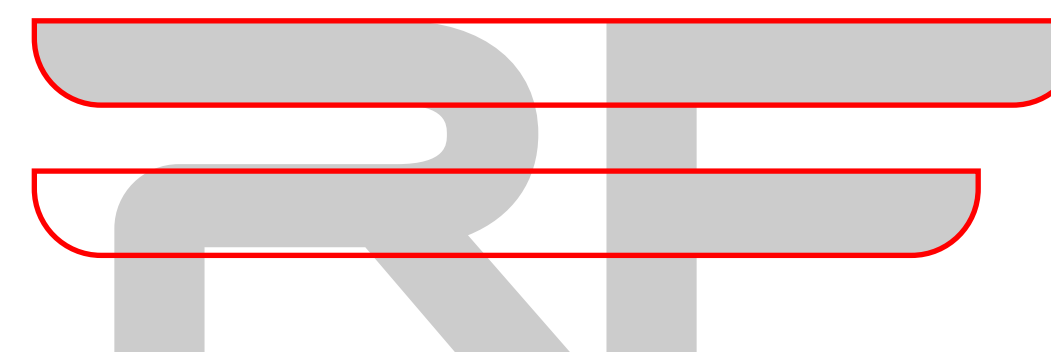
Icon

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.

The image shows a stylized white logo consisting of the letters 'R' and 'F' on a dark grey background. The 'R' is a bold, blocky letter with a thick horizontal top bar and a vertical stem that curves slightly to the right at the bottom. The 'F' is also bold and blocky, with a thick horizontal top bar and a vertical stem that has a small horizontal cutout at the bottom. The two letters are positioned side-by-side with a small gap between them.

Icon Symbolism

Flying like an eagle, but much more subtle, and hidden within our typography.



Wordmark

Our icon paired with our name as most people will come to know our brand.

READY
FORCE

READY FORCE

LOGISTICS



Introduction of Color

“Deep Blue”: Black 6, #121820

“Scarlet”: 172, #E14D27



A large, stylized white logo consisting of the letters 'R' and 'F' is centered on a solid, vibrant red rectangular background. The 'R' and 'F' are bold and modern, with the 'R' having a curved top and the 'F' having a horizontal top bar.

RF

RF

RF

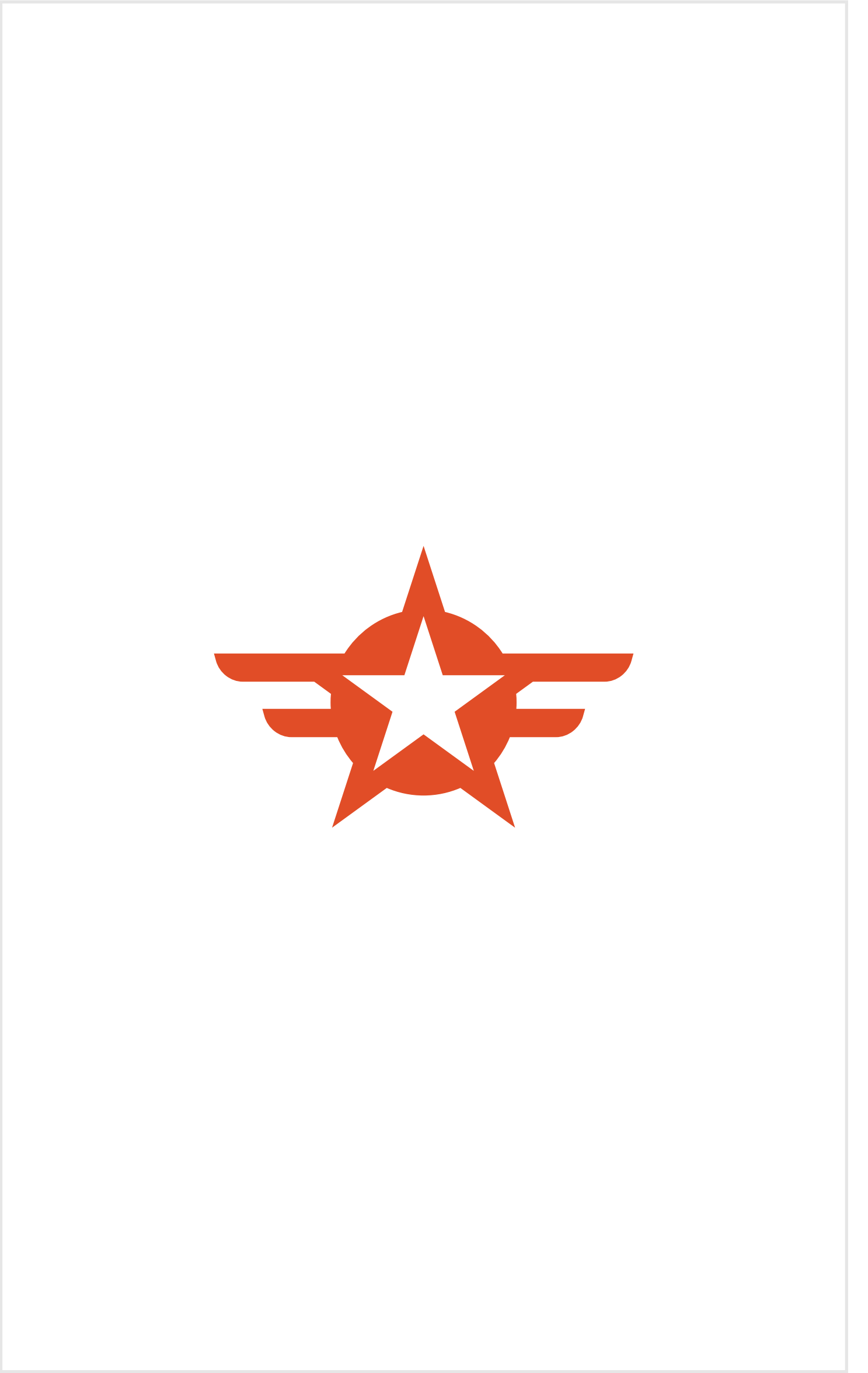
**READY
FORCE**

**READY
FORCE**

Alternate

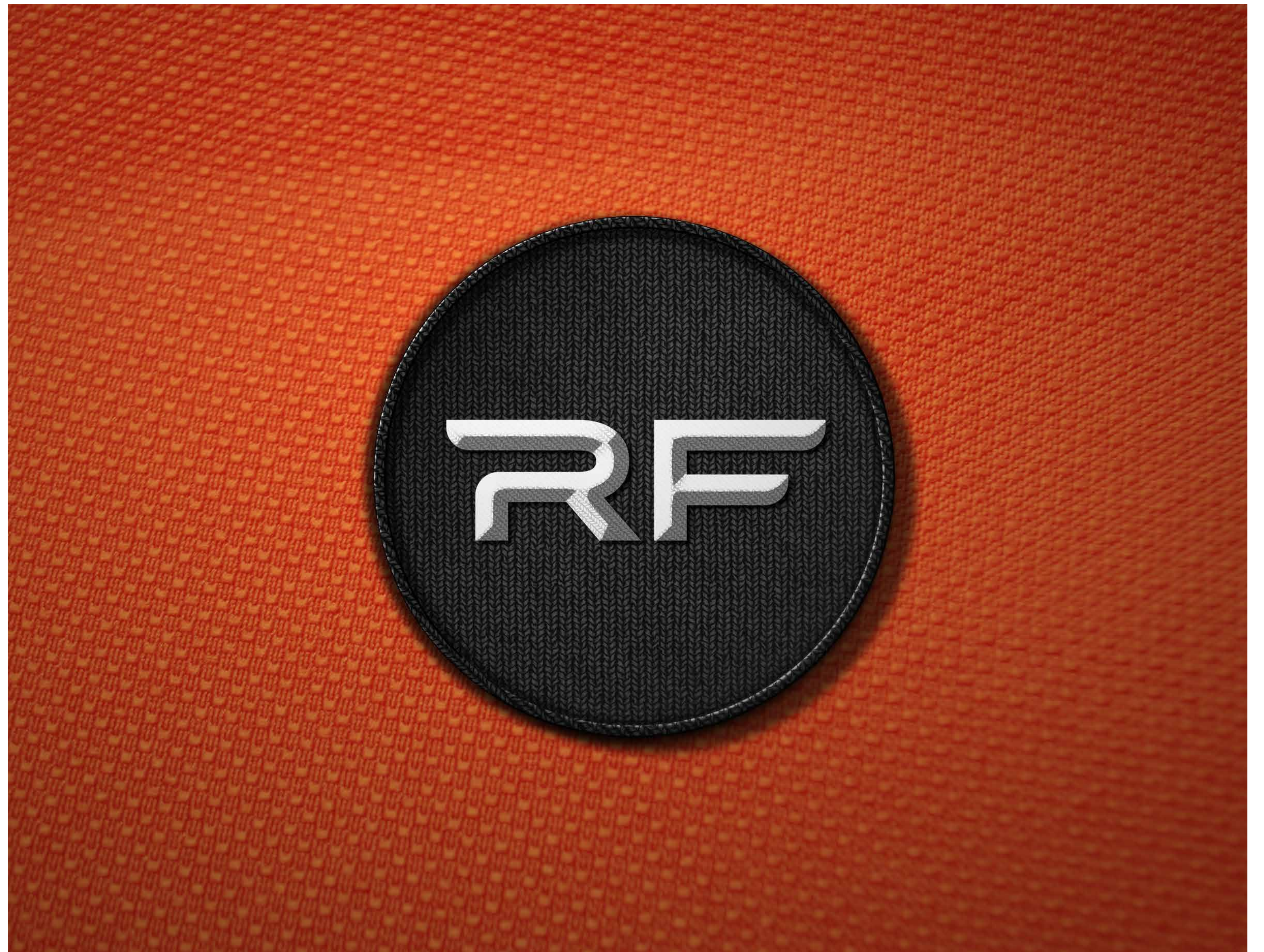
A nod to our military service.





Real World Mockups

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





Trevor@TrevorKinkadeDesign.com

