

# The Veteran Owned Business

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Logo Proposal



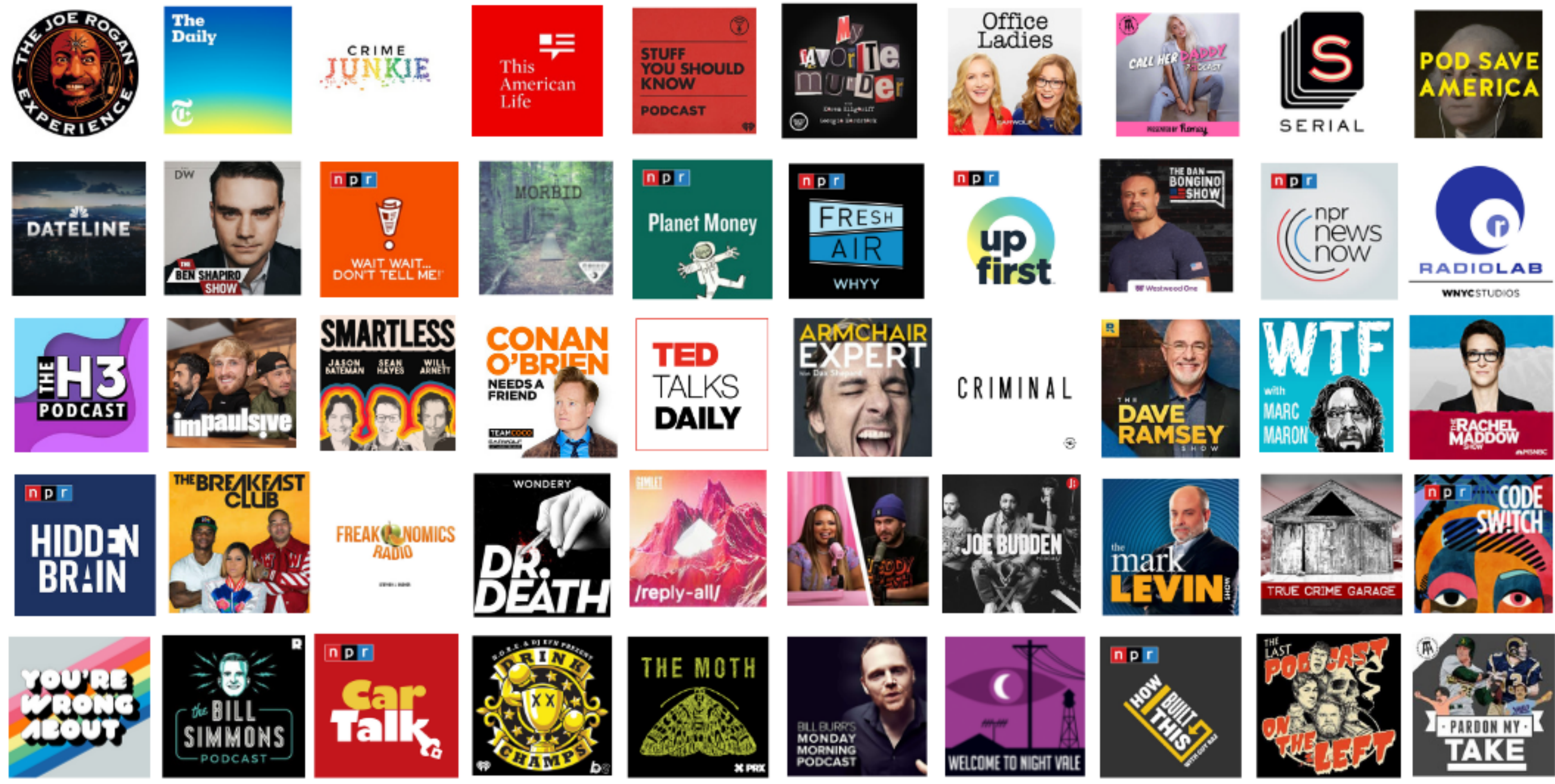
**Promoting Veteran Business Owners**

- and -

**Inspiring Other Veterans**

- by -

**Telling stories**





547



320



7618

# Concept 1

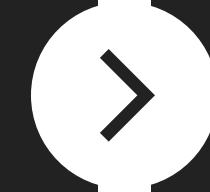
# The Design

Our 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.





# Evolution



Icon

VOB

Full Mark



# Color

Our current color scheme, but with the addition of red, an American twist.

Dark Blue: 547

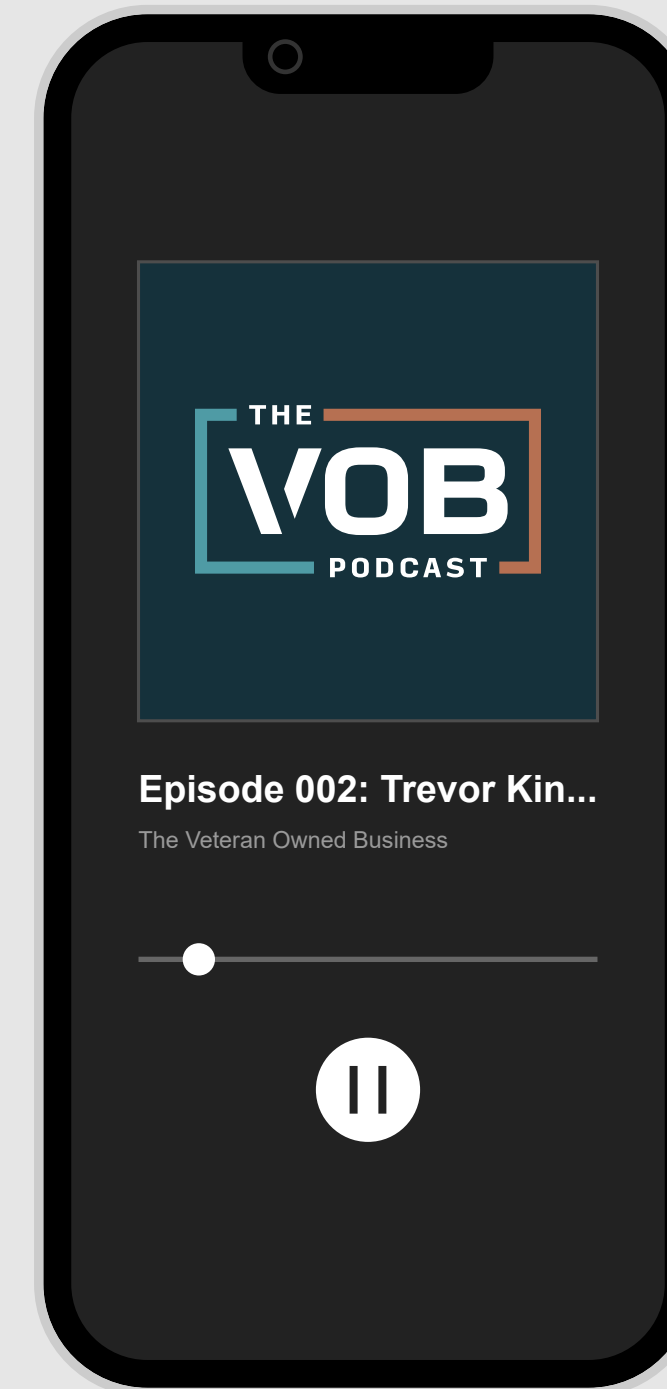
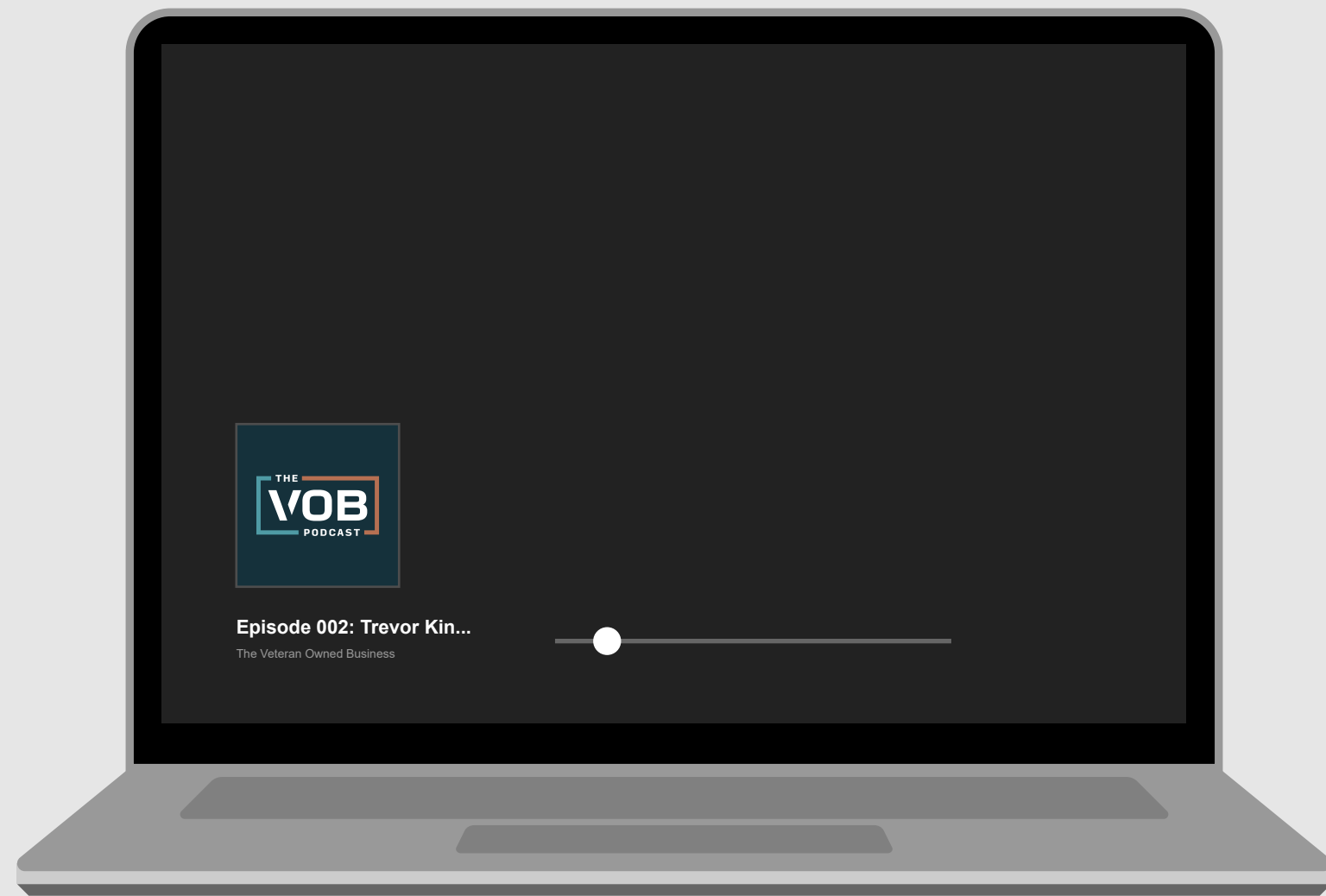
Light Blue: 320

Red: 7618





THE  
**VOB**  
PODCAST



# Concept 2

# The Design

Our 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

VOB

PODCAST

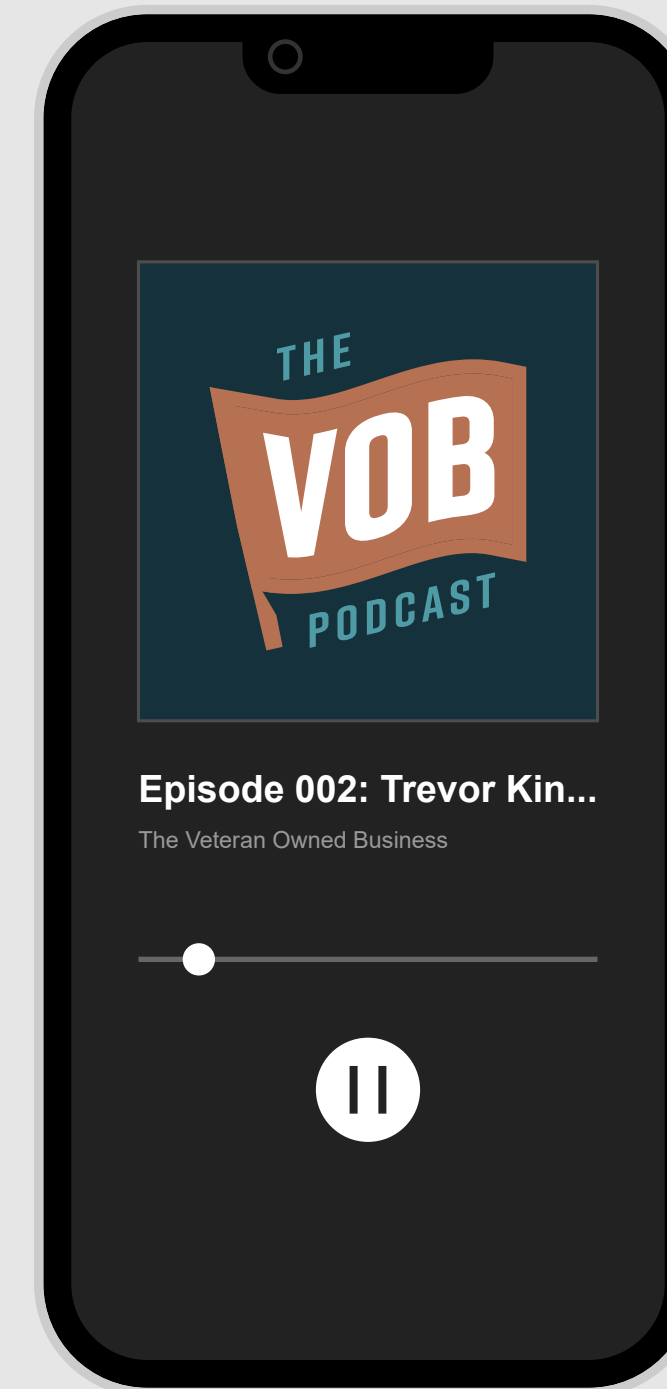
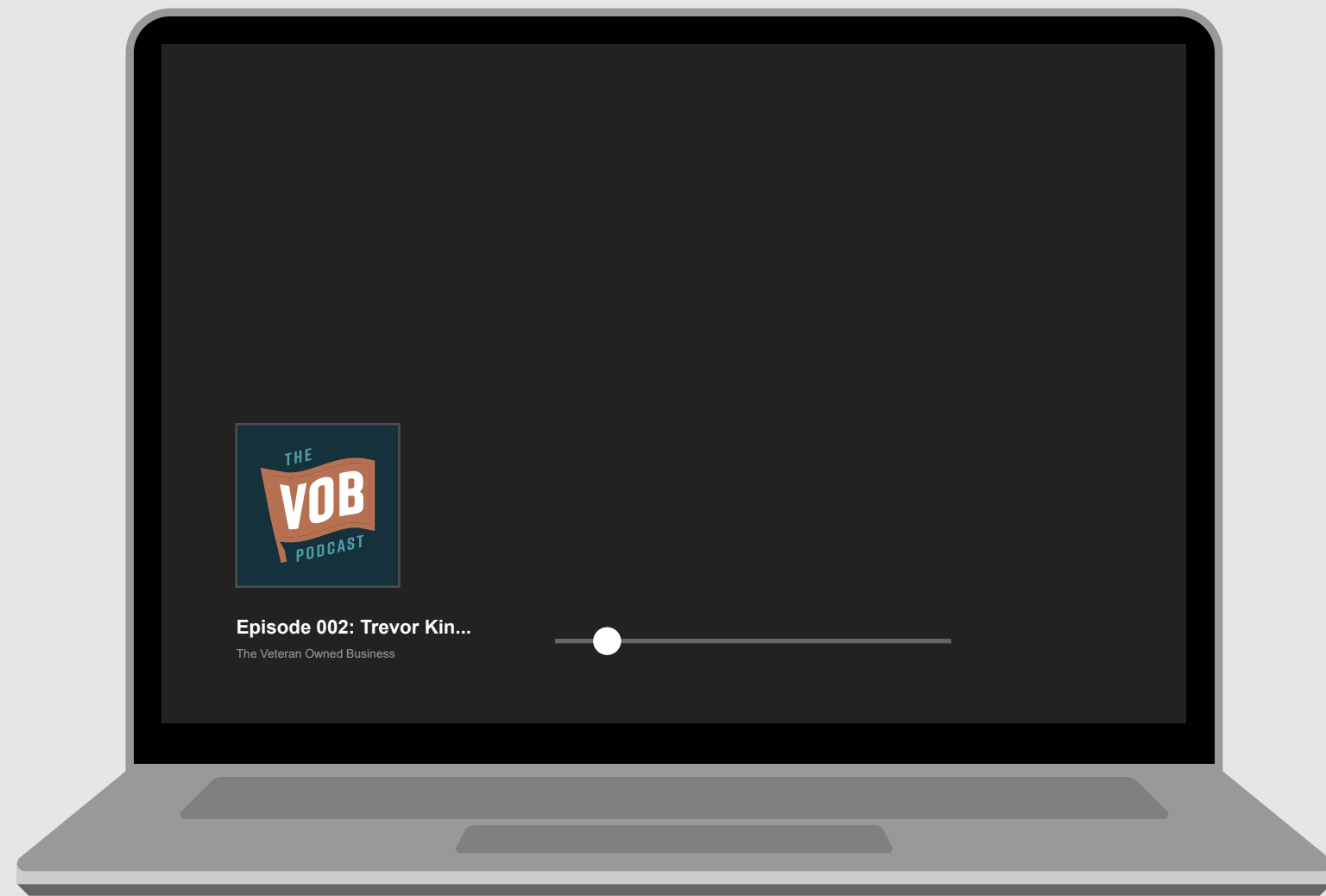


**VOB**

**VOB**

**VOB**





# Concept 3

# The Design

Our 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.



WOB

WOB

THE  
**WOB**  
PODCAST

**VOB**

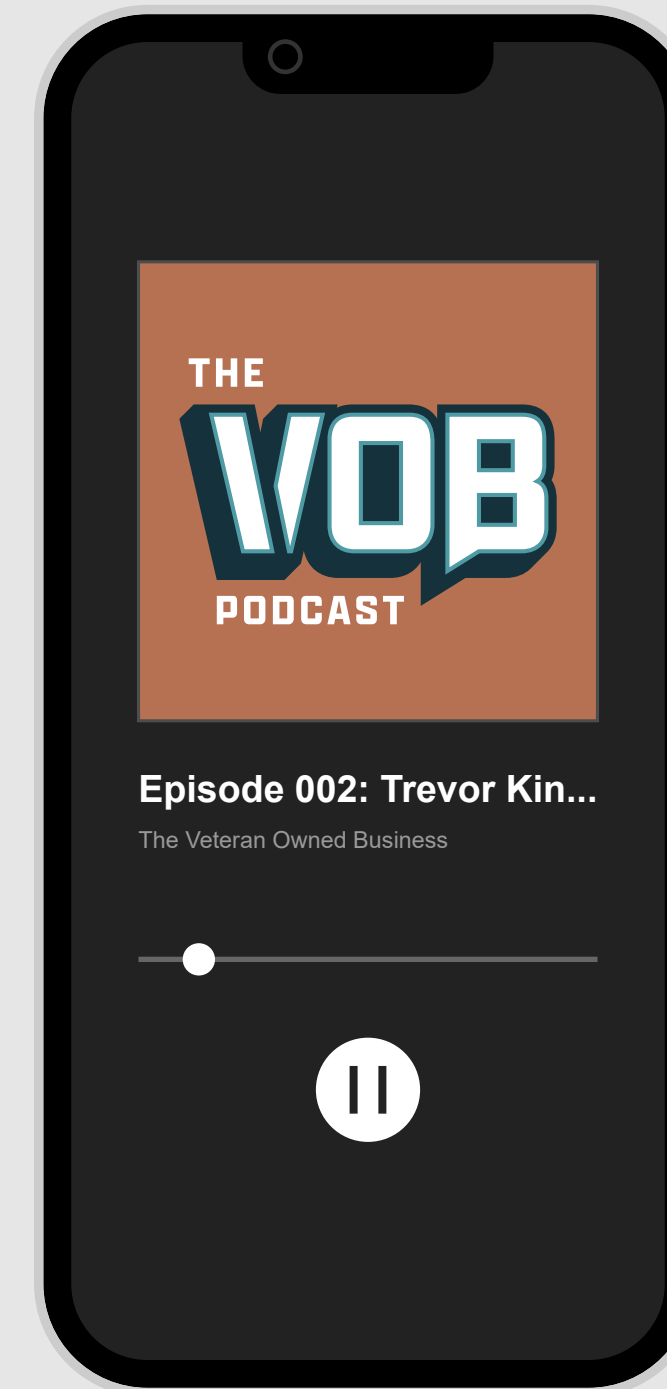
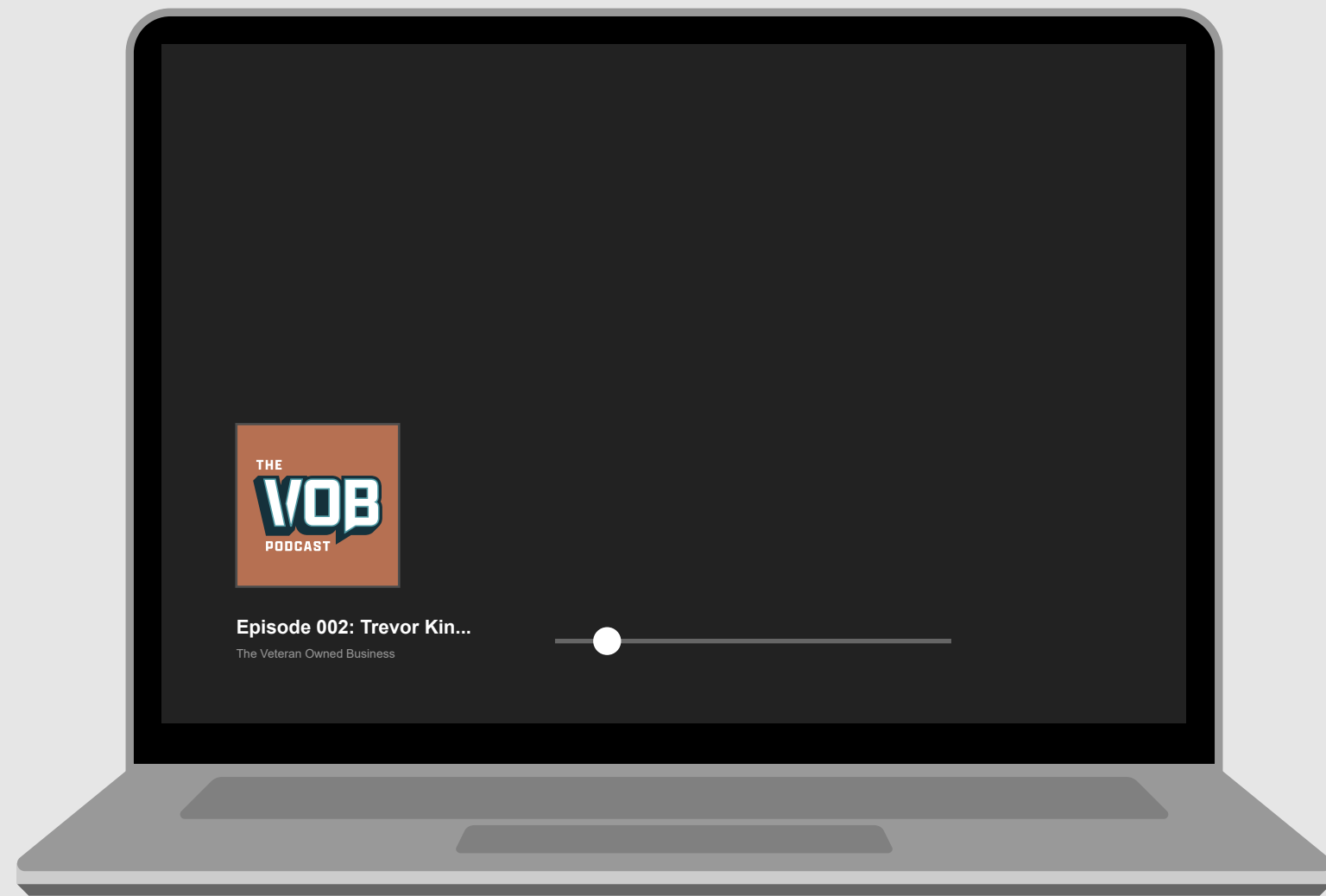
**VOB**



THE

**VOB**

PODCAST



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