

A.M. ADAIR

Logo Proposal



Great stories that hold their own

Symbolism:

Weapons

Shadows

Anti-hero

Puzzle

Multisided

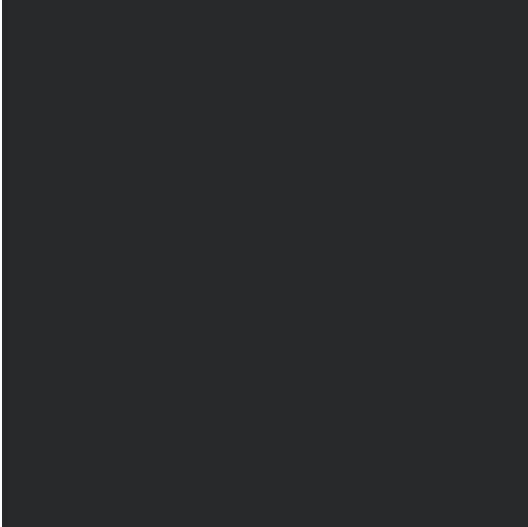
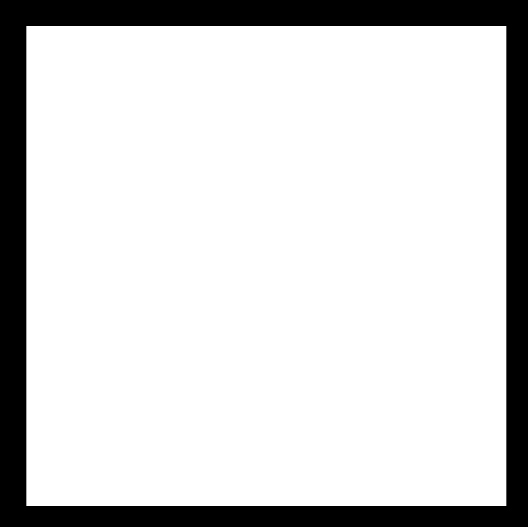
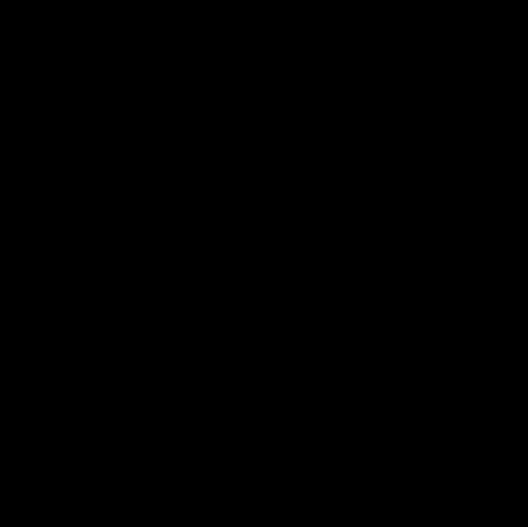
Chess piece

Letter A

Triangle

A.M. ADAIR

AM ADAIR

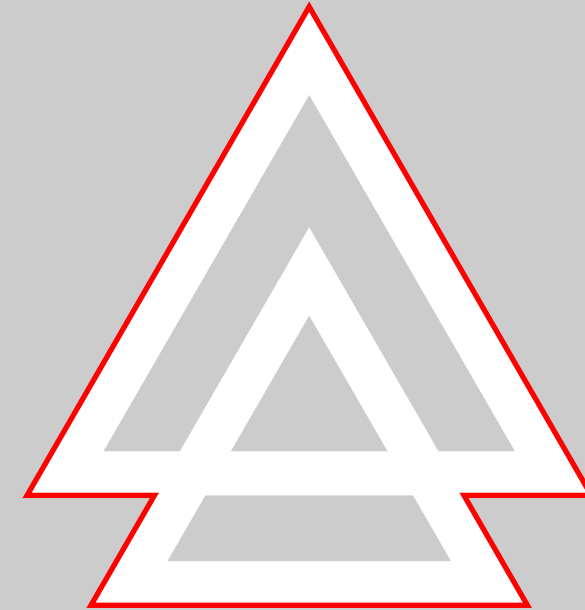
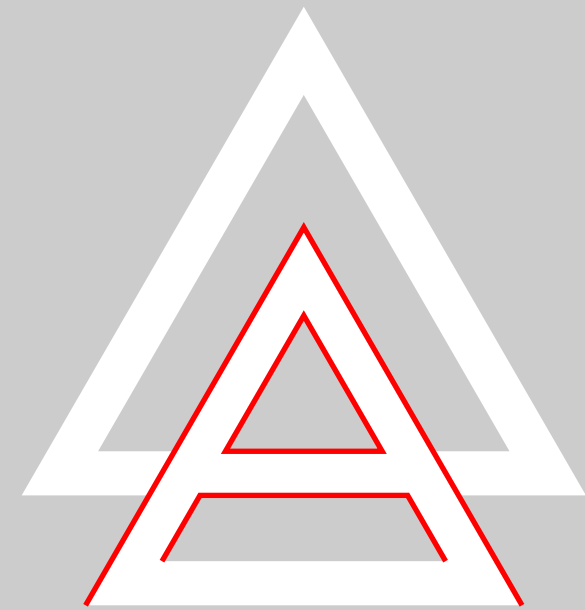


Concept 1

Icon

Our logo in its simplest form, shrouded in a little bit of mystery & intrigue.







Wordmark

Our wordmark as most folks will come to know and recognize us. This combines both icon and typography side by side.



"Brother 1816"



A.M. ADAIR

A.M. ADAIR

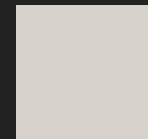
Badge

When we want something a little extra fun, this elaborate design tells more of our story.



Color

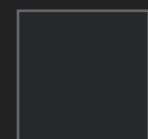
Our colors are straight-forward, neutral, bold.



Sand (Pantone Warm Grey 1)



Blood (Pantone 7625)



Shadow (Pantone 426)



A.M. ADAIR



Real-world Mockups

Let's check out what our designs might look like in some likely usage scenarios.



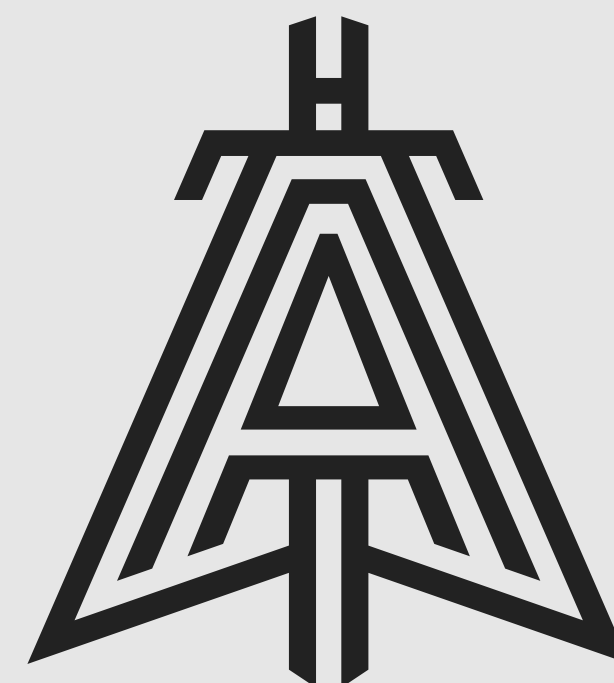


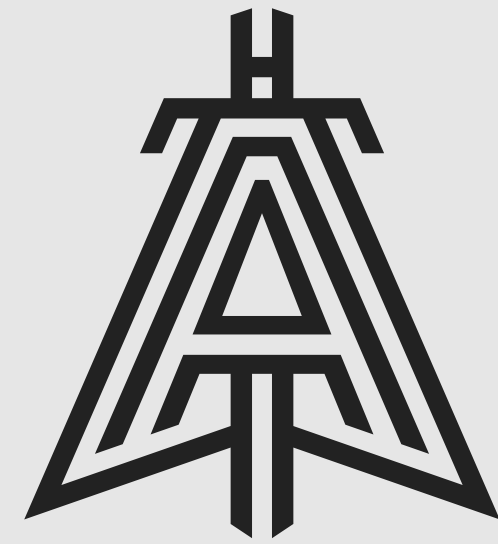
Concept 2

Icon

Our logo in its simplest form, shrouded in a little bit of mystery & intrigue.







A.M. ADAIR

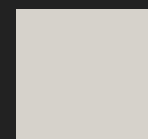
“Transducer”

A.M. ADAIR



Color

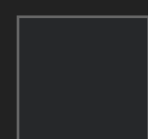
Our colors are straight-forward, neutral, bold.



Sand (Pantone Warm Grey 1)



Blood (Pantone 7625)



Shadow (Pantone 426)





Real-world Mockups

Let's check out what our designs might look like in some likely usage scenarios.



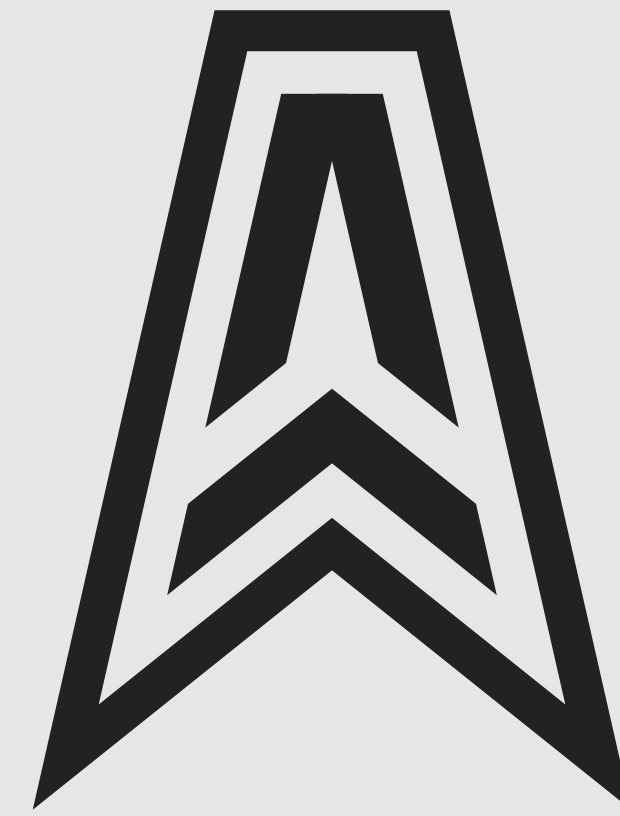
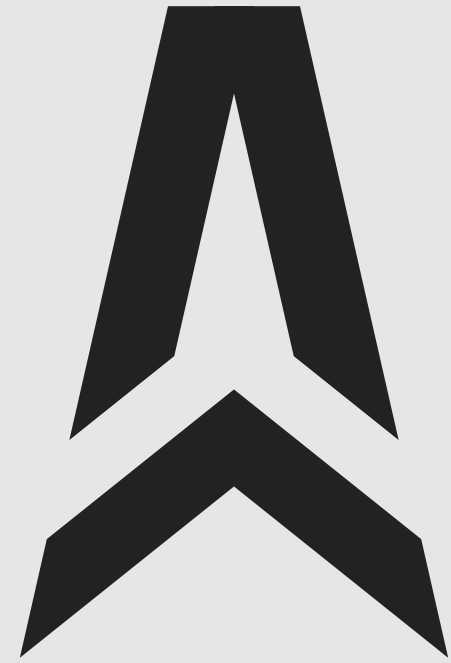


Concept 3

Icon

Our logo in its simplest form, shrouded in a little bit of mystery & intrigue.





A.M. ADAIR

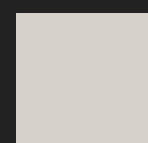
“Transducer”

A.M. ADAIR



Color

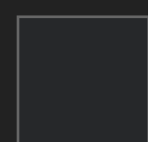
Our colors are straight-forward, neutral, bold.



Sand (Pantone Warm Grey 1)



Blood (Pantone 7625)



Shadow (Pantone 426)





Real-world Mockups

Let's check out what our designs might look like in some likely usage scenarios.





Trevor@TrevorKinkadeDesign.com

