

# America's Finest Resumes

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Logo Proposal



**We are:**

Personable

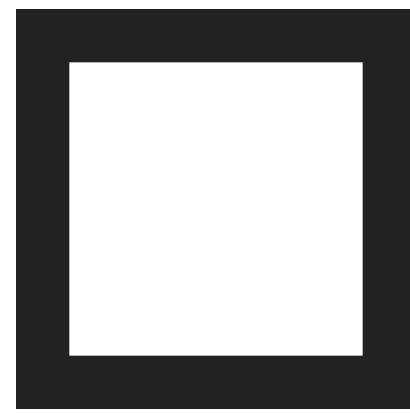
Warm & Friendly

Patriotic (but without going over the top)

CEO  
RESUME  
*Writer*

The  
*Writing* **Guru**®  
"Write Right."



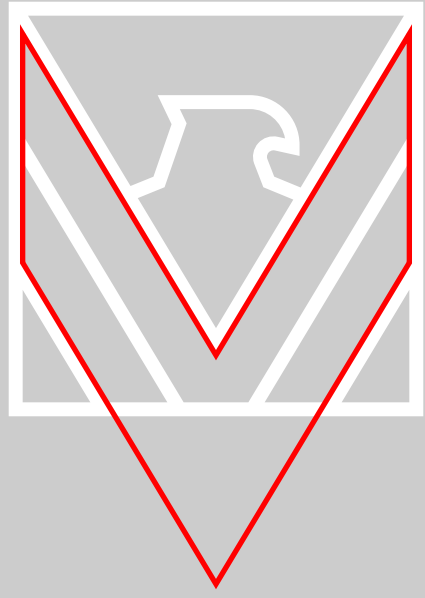


# Concept 1

# Icon

The purest form of our identity. We're checking it out first in black & white to get a sense for the negative space.







# Wordmark

Our full identity with name and icon as most folks will come to recognize us.



"Transducer"

**AMERICA'S  
 FINEST  
RESUMES**



**AMERICA'S FINEST  
RESUMES**

# Badge

This circle badge functions as an alternate to our main icon and wordmark. It works really well on apparel, coins, patches, and well, it's just a cool piece to represent our brand.



# Evolution



Icon

Badge

Wordmark

# Color

Here, we're taking a bold and straight forward approach focusing on the red and white stripes. It's memorable and pops.



Red Valor (Pantone 485)





**AMERICA'S  
FINEST  
RESUMES**



**AMERICA'S FINEST  
RESUMES**



# Real World Mockups

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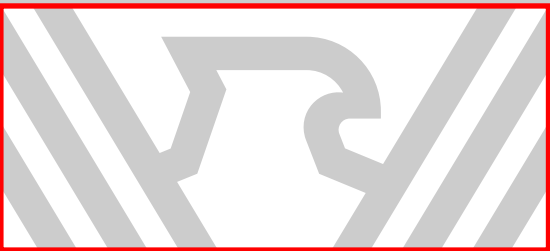
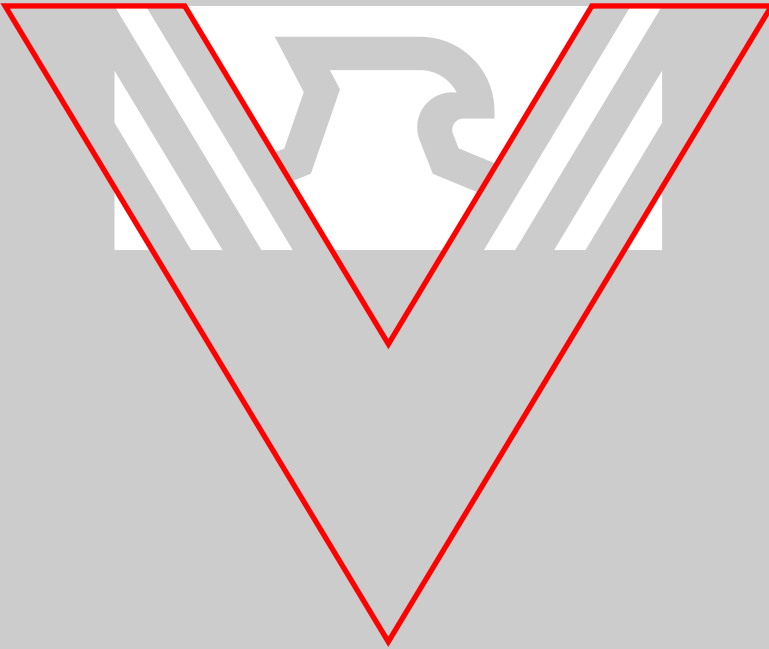


# Concept 2

# Icon

The purest form of our identity. We're checking it out first in black & white to get a sense for the negative space.





# Wordmark

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AMERICA'S **FINEST**

“Scandia”

AMERICA'S  
**FINEST**   
RESUMES

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# Evolution



AMERICA'S  
**FINEST**   
RESUMES

Icon

Badge

Wordmark



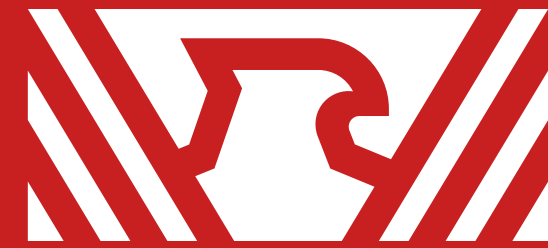
# Color

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Red Valor (Pantone 485)





AMERICA'S  
**FINEST**   
RESUMES

 AMERICA'S **FINEST**



# Real World Mockups

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# Concept 3

# Wordmark

Our full identity with name and icon as most folks will come to recognize us.

17  76  
**AMERICA'S  
FINEST  
RESUMES**

“Arpona”





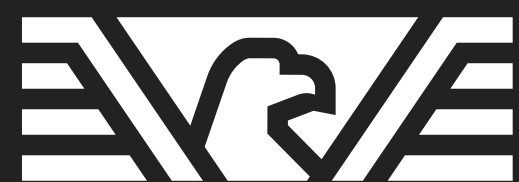
**AVR/A AMERICA'S FINEST**

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# Evolution



Icon

Badge

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Red Valor (Pantone 485)

17  76  
**AMERICA'S  
FINEST  
RESUMES**



17  76  
**AMERICA'S  
FINEST**  
RESUMES

 **AMERICA'S FINEST**



# Real World Mockups

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[Trevor@TrevorKinkadeDesign.com](mailto:Trevor@TrevorKinkadeDesign.com)

