

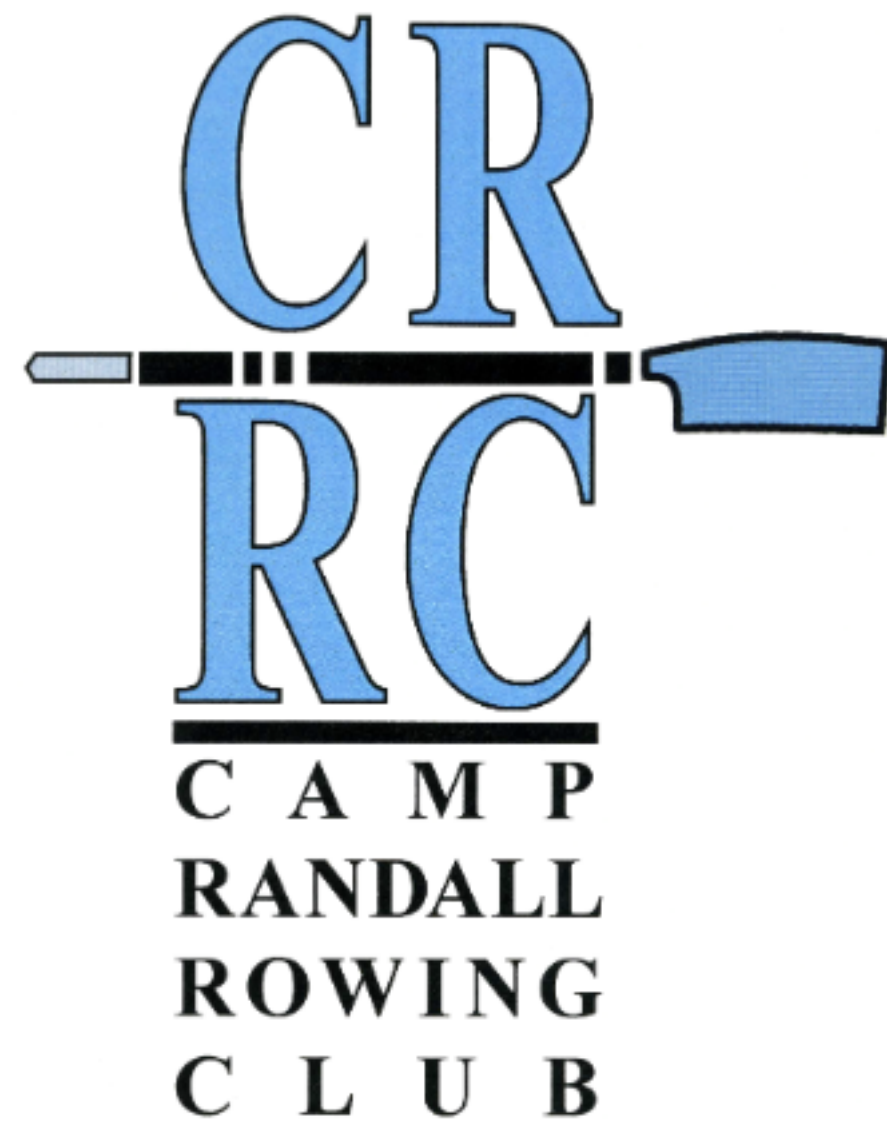
# Camp Randall Rowing Club

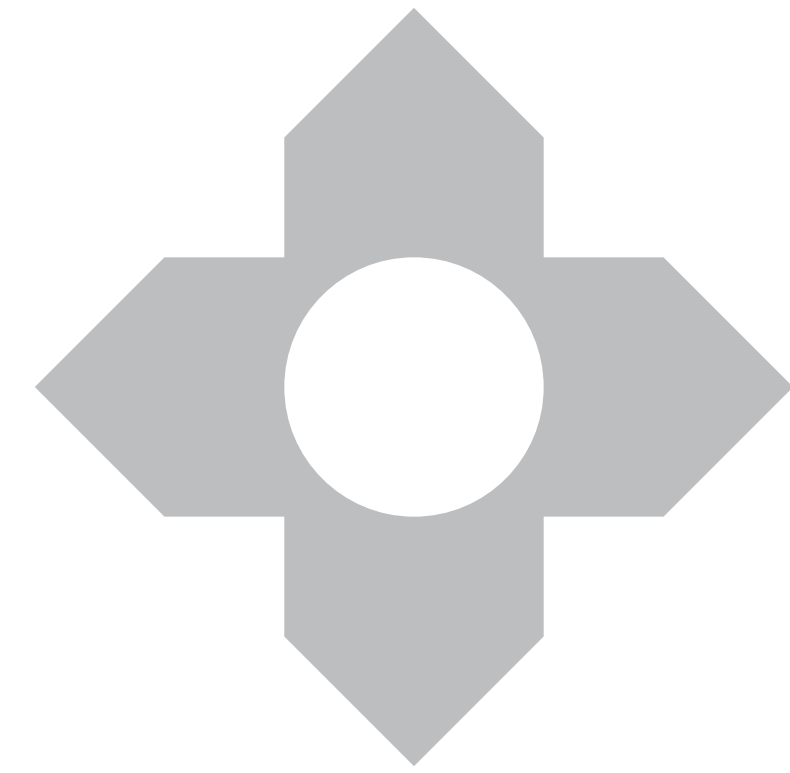
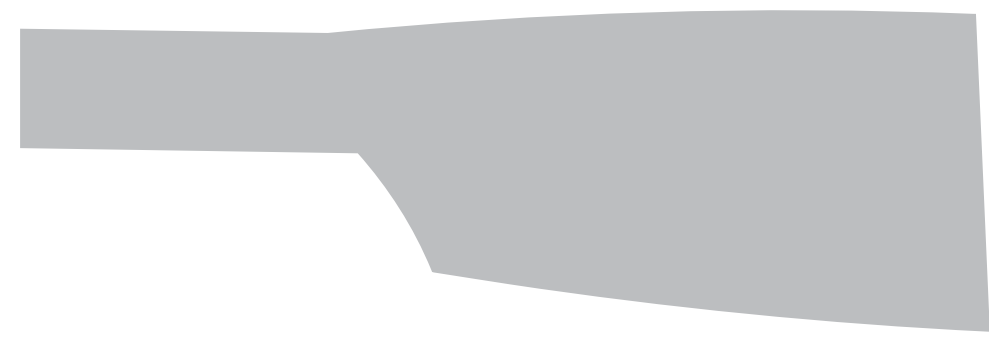
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Logo Proposal



let's look cool





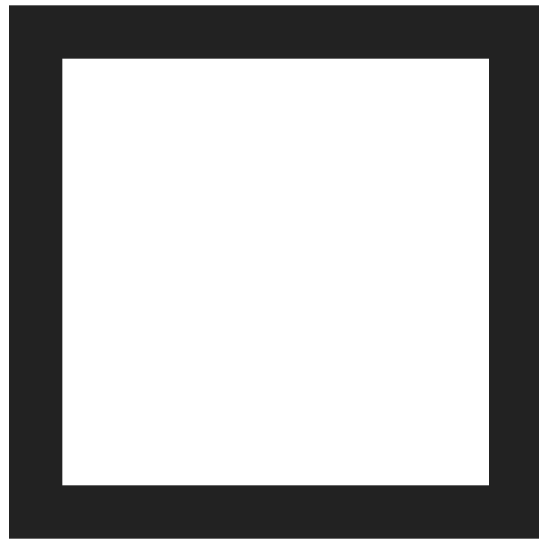
Mendota & Monona

CR

CRRC

CAMP RANDALL ROWING

CAMP RANDALL ROWING CLUB



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# Concept 1

## Concept 1

Our first take leans modern, even a bit futuristic.

This feels like it could fit in with design-forward surf

brands like rvca or vans.

CAMP RANDALL  
ROWING



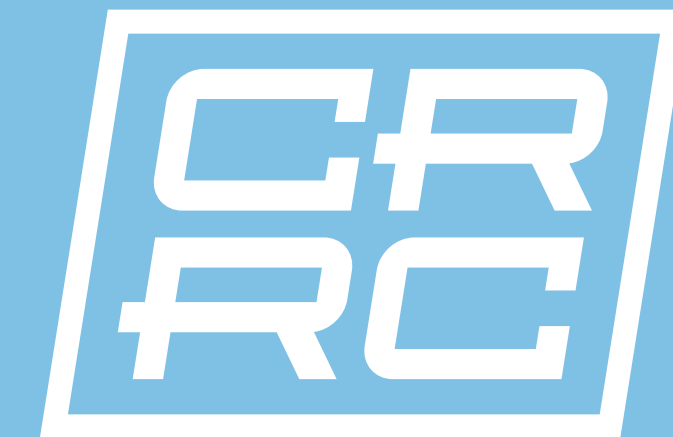
ORBITRON

CAMP RANDALL  
ROWING

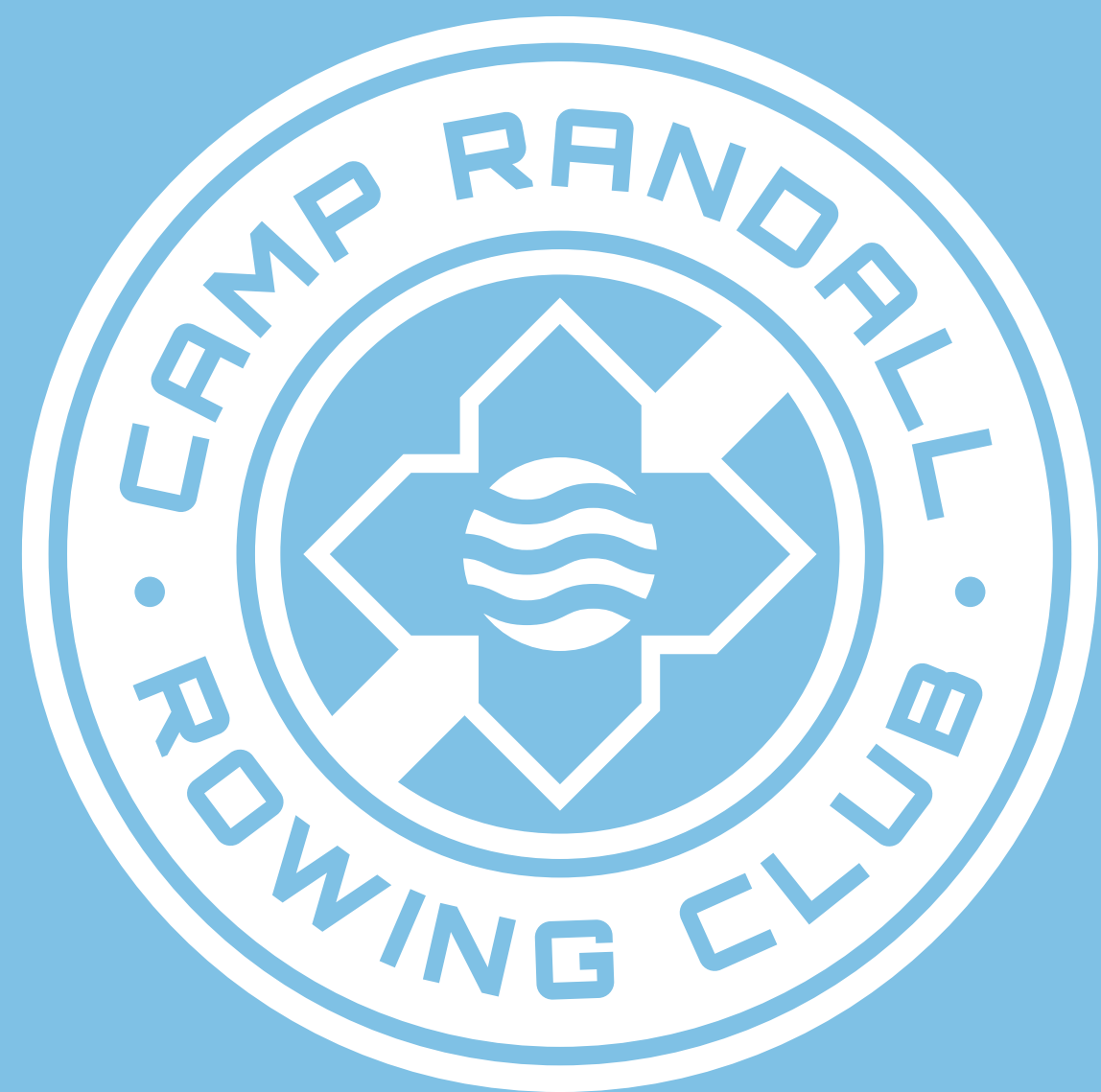
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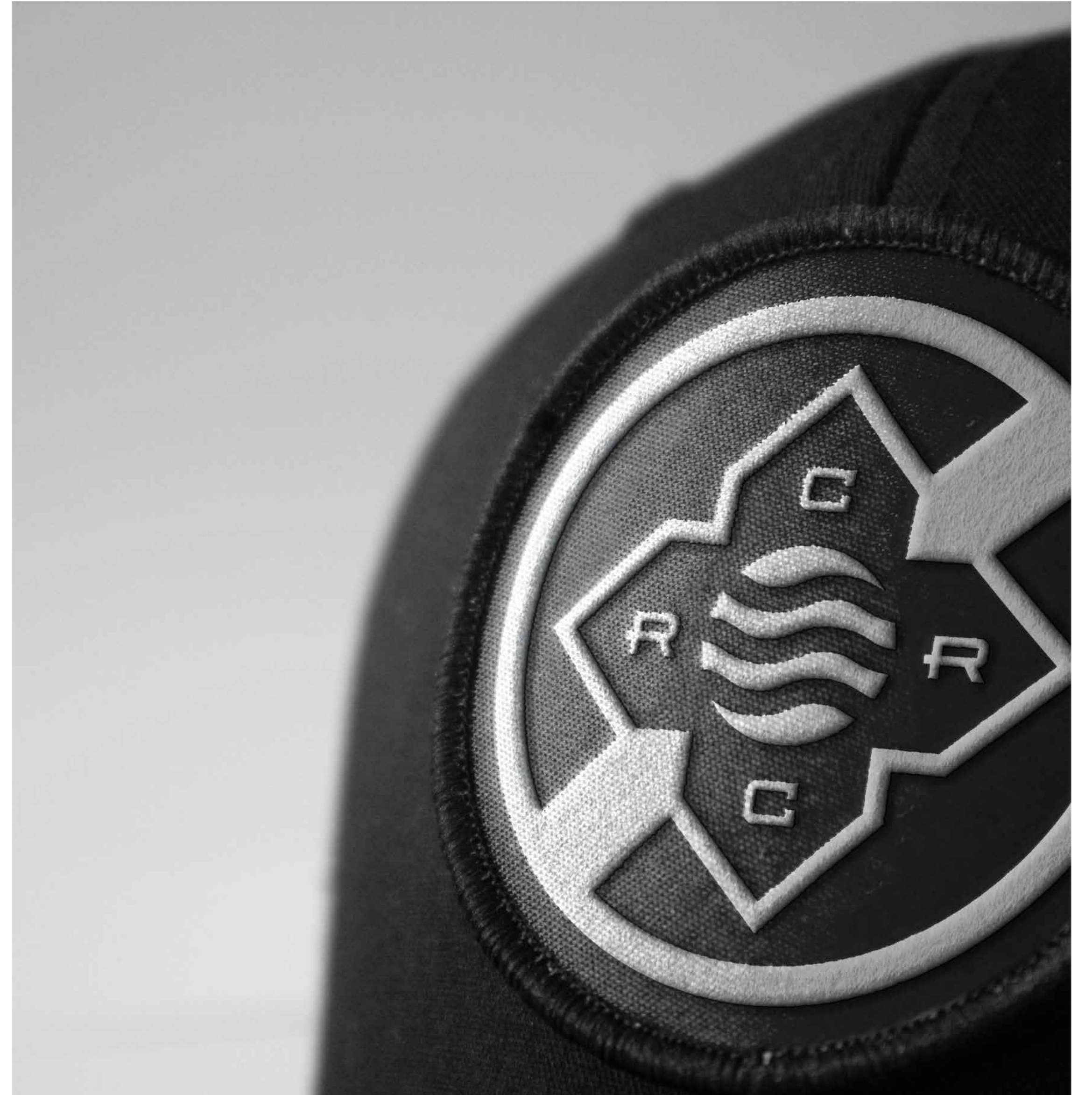




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# Concept 2

## Concept 2

Here we're going with a more classic sporty look.

Big, bold, block letters always combine well with

athletics. This feels a bit like under armour.

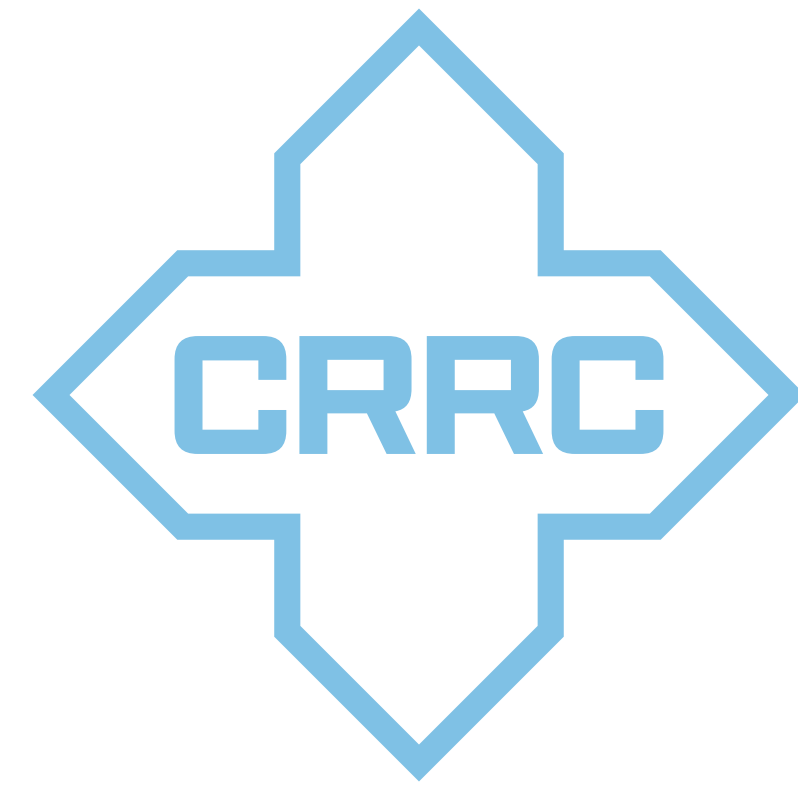
**CAMP RANDALL  
ROWING**



INDUSTRY

CAMP RANDALL  
**ROWING**

**CAMP RANDALL  
ROWING**



**CAMP RANDALL  
ROWING**

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RC**









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ROWING CLUB







# Concept 3

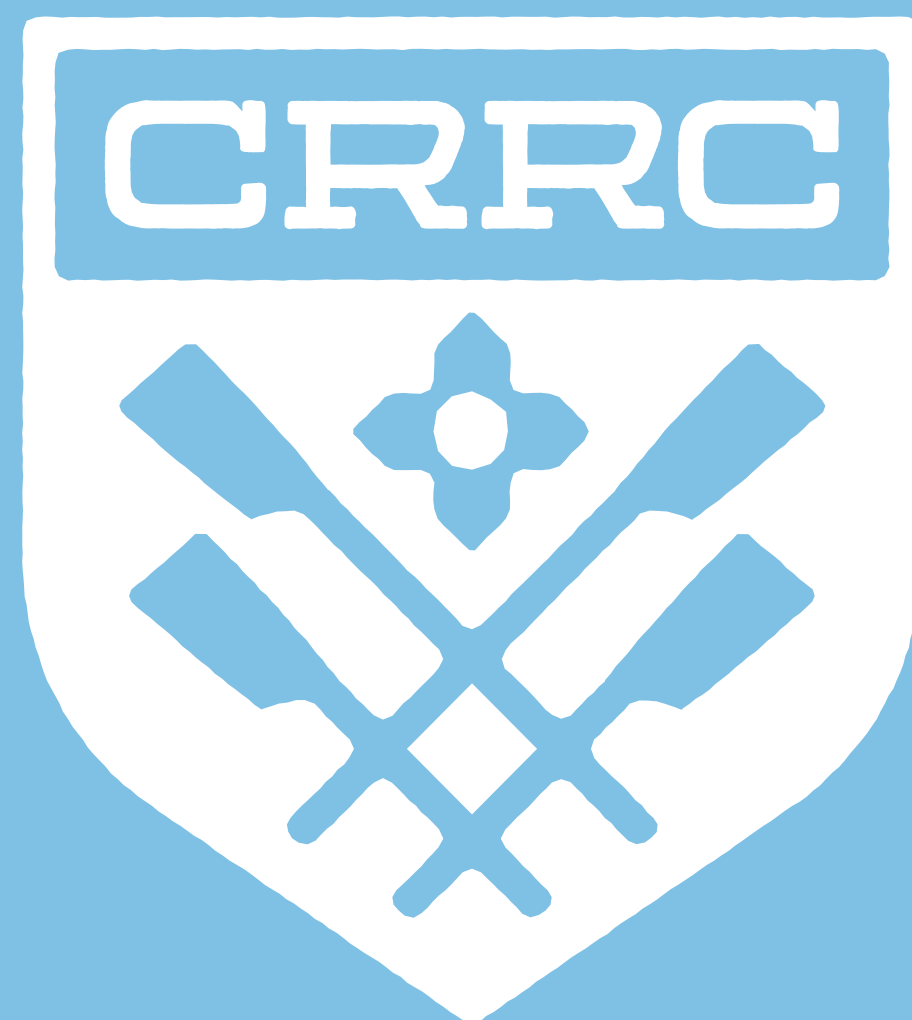
## Concept 3

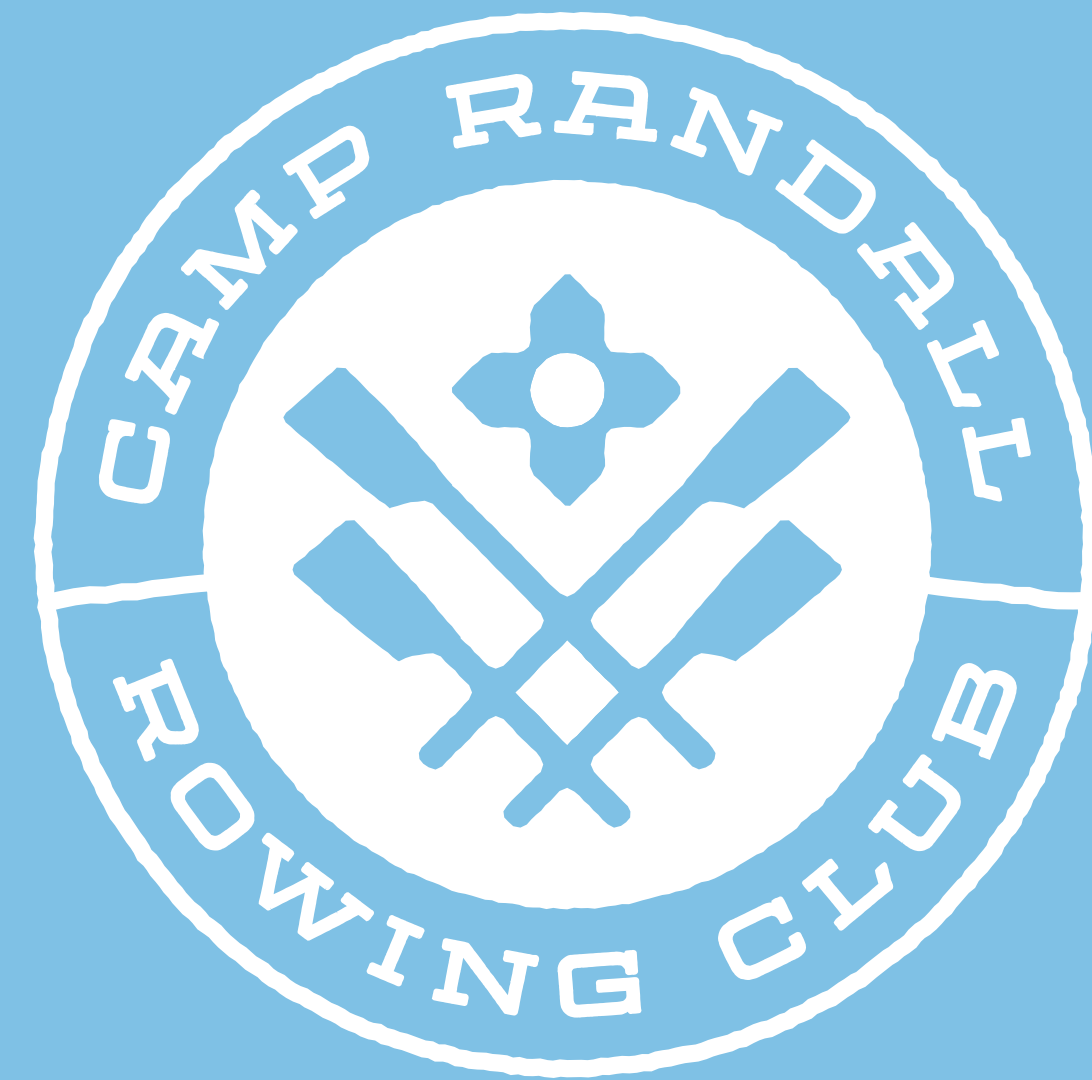
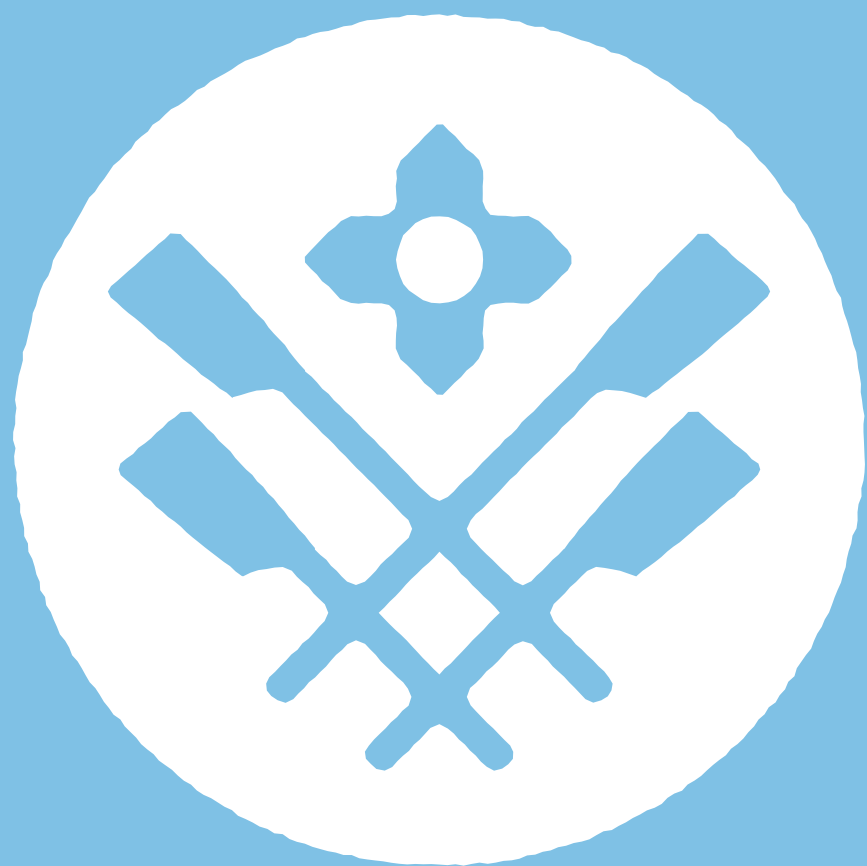
Our last design goes in a new direction with a dirty, vintage look. This slab-serif font feels nautical, like it was meant to be on the water.

CAMP RANDALL  
ROWING

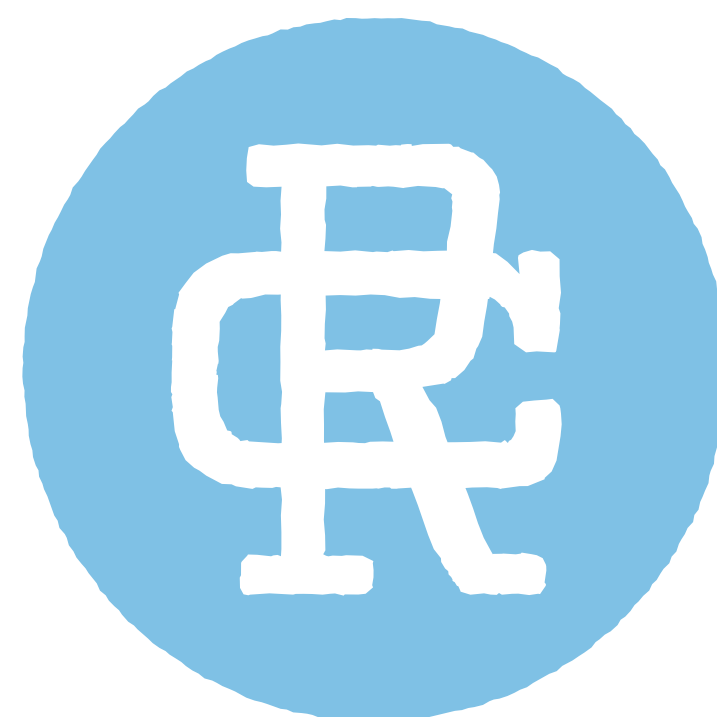
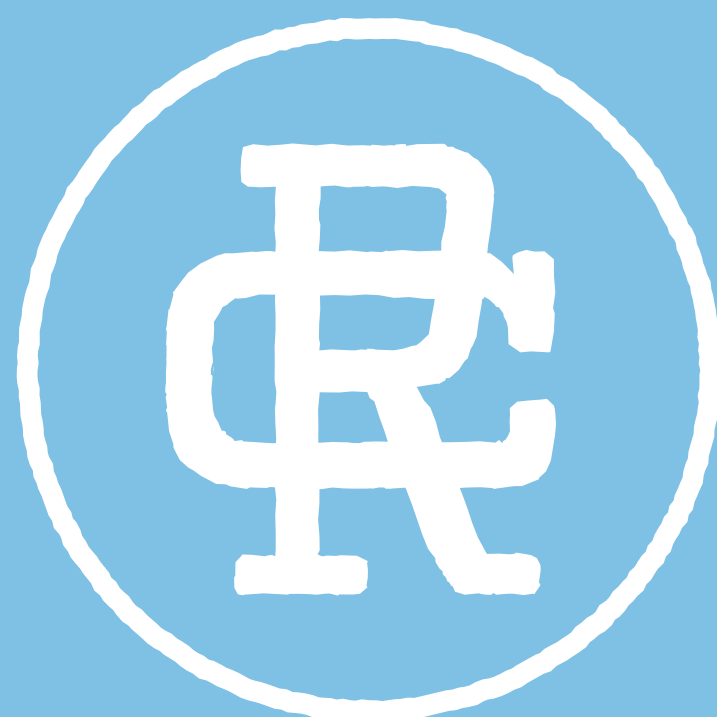


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