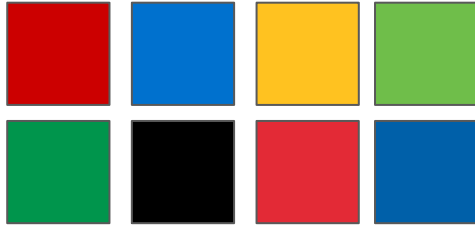# Observations

When looking into the logos, there has been many similarities with their branding

- **Type:** The types of typefaces use are around sans-serif. Some are on ALL CAPS, some on all lowercase, some are a mix of both

- **Color:** The color schemes are mostly a focus on the warm colors, such as shades of red or yellow

- **Imagery:** Many use real images on their sites to help sell their company to their target audience

- **Voice:** Mostly loud or attention-grabbing

- **Iconography:** The brands with the icons uses warmer shades

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