

# ABDIEL PATHFINDER CLUB

A Pathfinder Club



Logo Identity Presentation

May, 2024.

# WHat's In Store

- 1- Project Recap
- 2- Developing
- 3- Ways Logo can be used



# 1– Project Recap

Understand the task ahead.

**Abdiel** means "Servant of God."

The name Abdiel is rooted in Hebrew tradition, symbolizing dedication, loyalty, and devotion to serving a higher purpose. It embodies the values of faith, humility, and unwavering commitment to God's will.

## Project Recap

### Objective

Create a fresh new emblem Logo which will Reflect the meaning of Abdiel (Servant of God)  
Evoke a sense of devotion, service, and faith  
Be easily recognizable and memorable  
Appeal to youths in the pathfinder club.

## Design Preferences:

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### Preferred Logo Types:

Emblem (symbol with text)

### Typography Preferences:

Clean, readable fonts that convey trustworthiness and sincerity

Use of serif fonts for a traditional feel.

### Layout Preferences:

Consideration for scalability and versatility (logo should work on uniforms, banners, and digital platforms)

## Commitment to God's will

Incorporate symbols or imagery associated with service to God (e.g., **hands in prayer**)

Use a color scheme that conveys spirituality and dedication and that is already associated with the Pathfinder Club.

Balance between traditional and modern elements  
Include the full club name prominently

# Developing

bring ideas into life and visualize possible solutions

Logo Identity Presentation

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bring ideas into life and visualize possible solutions

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# Concept Territories

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## EMBLEM LOGO

This territory will focus on the qualities listed to communicate the brands identity.

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# Concept Territories

## Colour Palette

### Pure Devotion White

Hex: #FFFFFF  
RGB: (255, 255, 255)  
CMYK: (0, 0, 0, 0)

### Passionate Service Red

Hex: #D75A10  
RGB: (215, 90, 16)  
CMYK: (0, 58, 93, 16)

### Steadfast Faith Maroon

Hex: #440001  
RGB: (68, 0, 1)  
CMYK: (0, 100, 99, 73)

### Base Black

HEX: #0000  
RGBA: 0 0 0 0  
CMYK: 91 79 62 97



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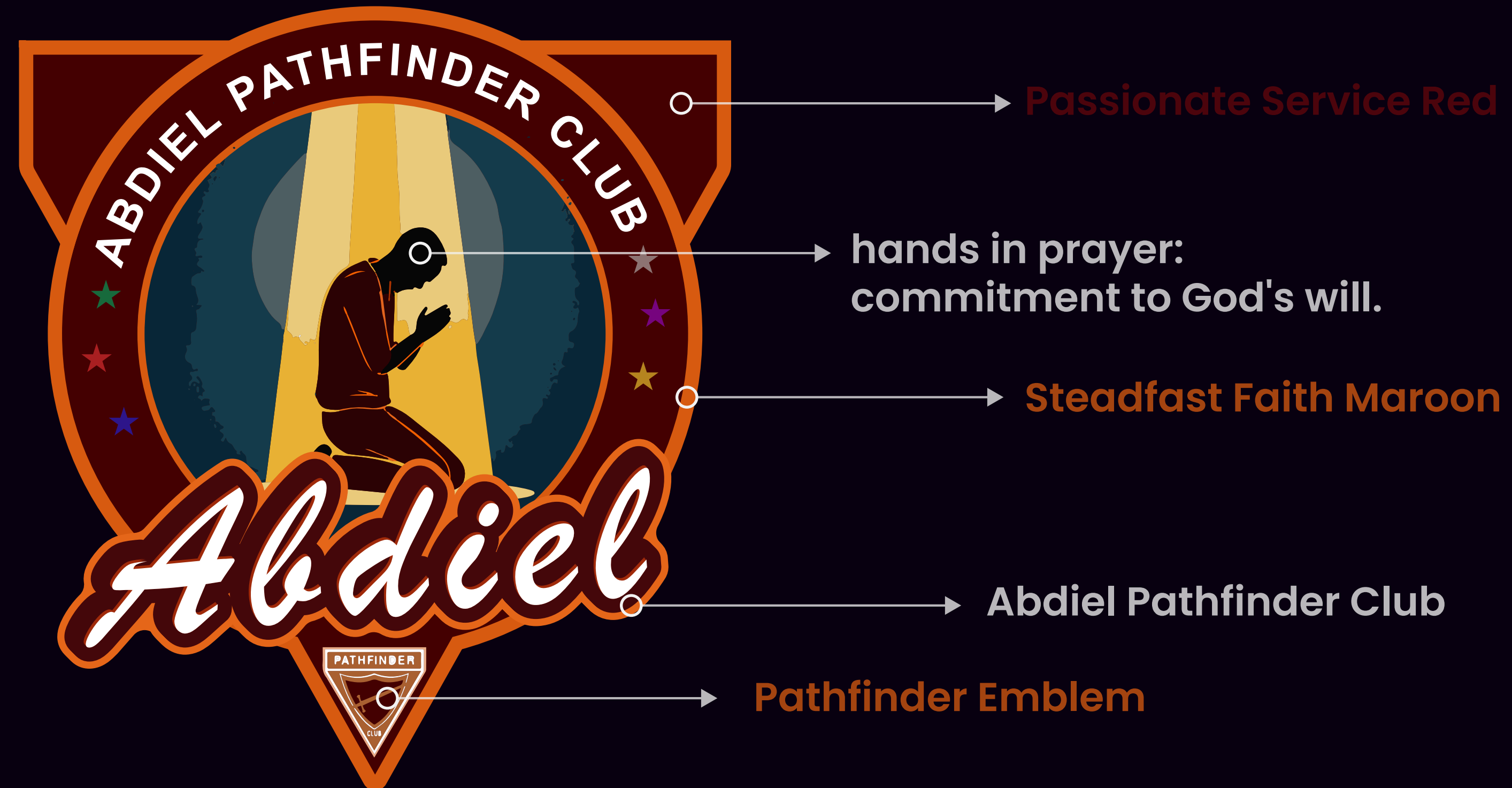
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# Ways Logo can be Used



# Ways Logo can be used

## Logo Mockups



# Observations & Questions

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