



**AVA LOGO: SECOND DRAFT**

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#### logo options

-a lowercase slab serif was chosen to give a friendly, feminine feel while still appearing strong and knowledgeable. Usually the thinner the font, the daintier and more feminine it appears. The added dot reinforces dependability and gives strength to the short word. The dot also works well with the rounded serifs, which also provide a feminine touch. The a's have a lot of character and can stand well enough on their own as an icon.



ava.

ava.



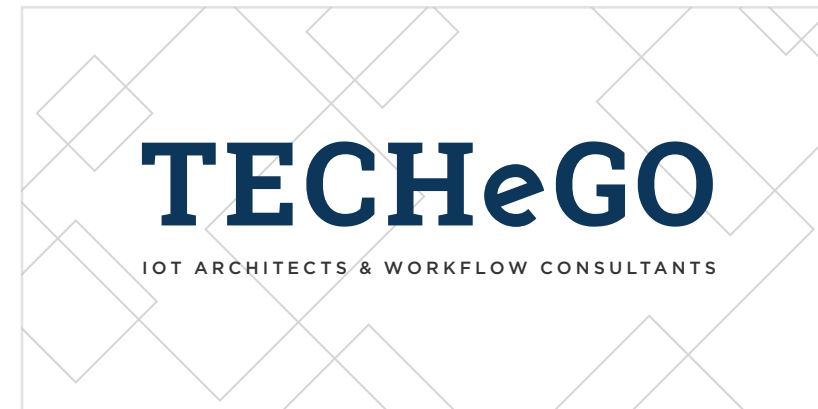


## logo options

-a handwritten option provides a unique and personal touch while demonstrating character and femininity.

Green gives a strong, yet calm and collected, and also symbolizes knowledge, growth, and caring. It also balances out the femininity and playfulness of the script.

Coral reinforces femininity while appearing bold, dependable, and new/progressive. It is not an aggressive red, but rather a softened red-orange, and is very approachable. The circle also provides cohesiveness with the Sync logo, which is very rounded, and adds character to a simplified script.



*ava*

