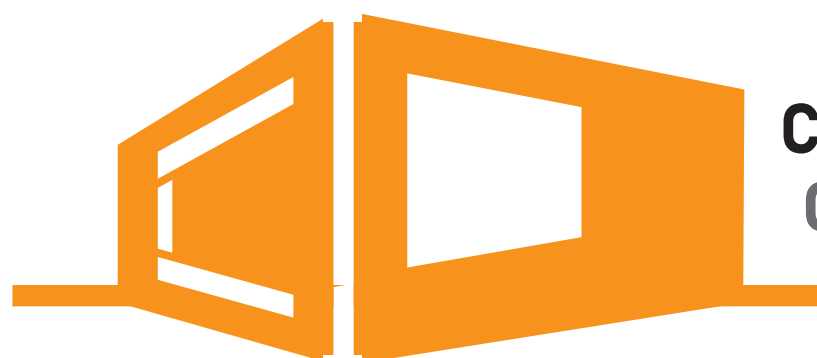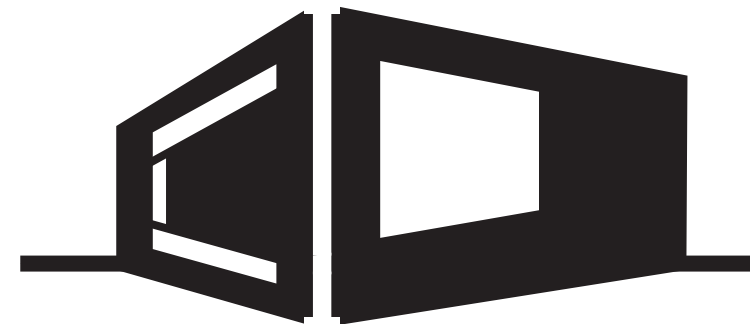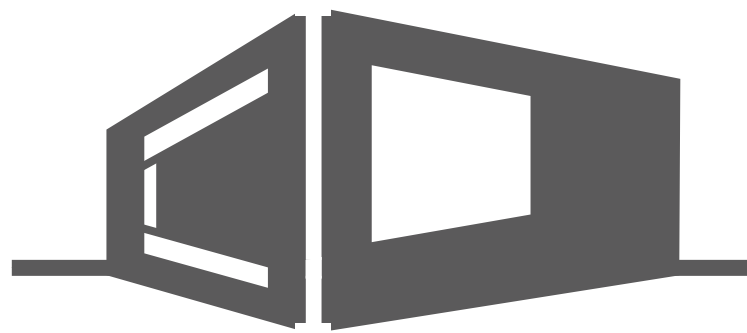◆ Self Logo Intention

I've always been outdoors and every year my brother, dad, and I go out on a camping trip for a weekend so I wanted to reference that in my logo in an interesting graphic way.

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◆ Design Goal

The goal was to represent the building physically and show the letters of CIA as parts of the building. The "C" is the first section of windows, the "I" is the negative space between the two sections, and the "A" is the left section using the box representing the screen as the inside of the "A".