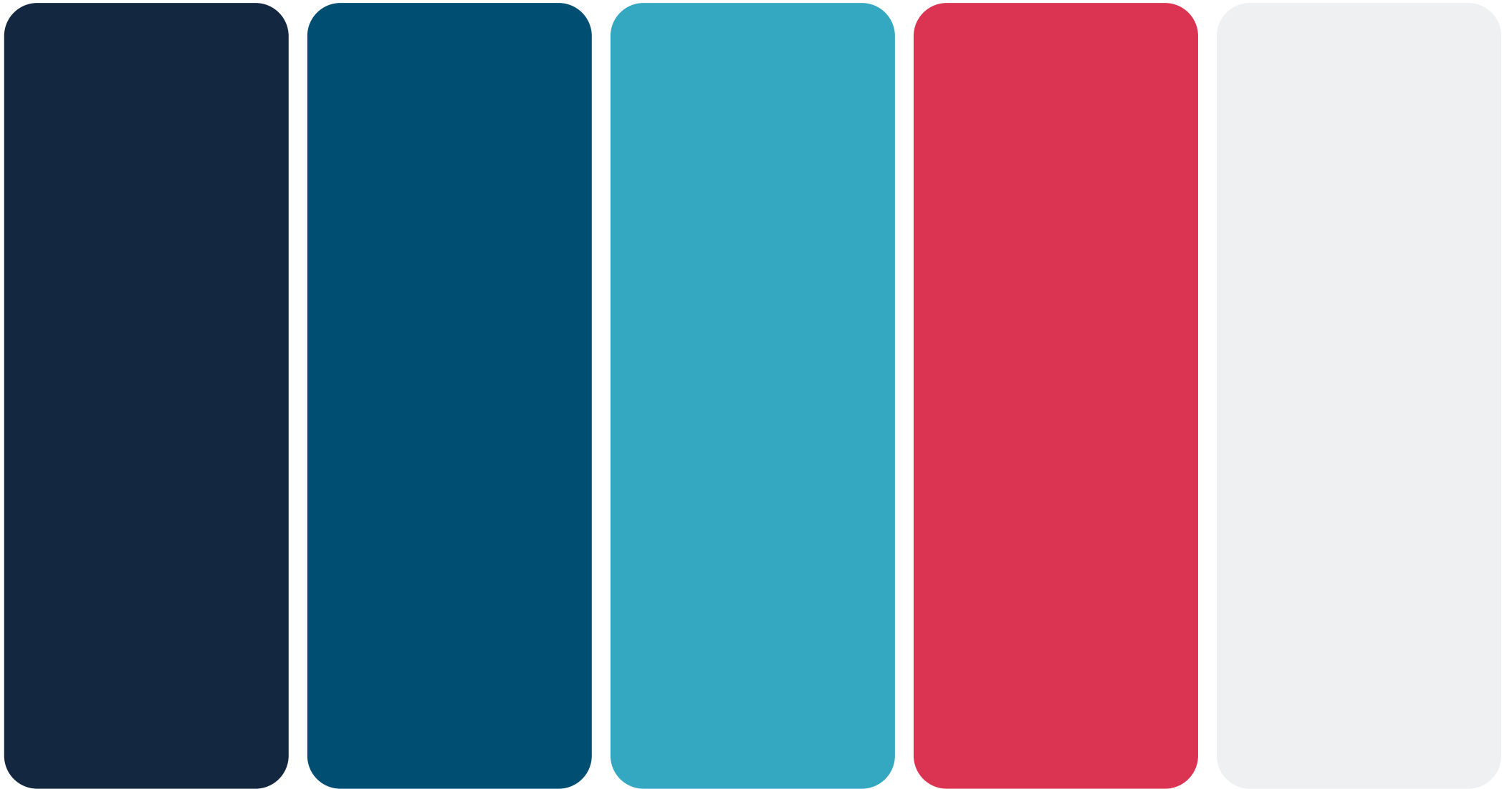




I've re-sized the symbol and the wordmark proportionately to provide a visual hierarchy as there was none previously. The eye is now drawn first to the symbol, then reads through the wordmark. I've re-spaced the letters and the words to provide more air in between as it felt cluttered before. I've re-positioned the symbol and wordmark in relation to each other to make them feel unified. These elements felt disconnected previously.

## Palette 1



This palette would be very successful in providing an atmosphere that is professional and business like but also feels bright, impactful, sophisticated and intelligent. It would really pop on screen.

