

# **MICHAEL ABRAMSON III**

For Tempe Elementary Governing Board

# MICHAEL ABRAMSON



For Tempe Elementary Governing Board



# LOGO DESIGNS

I wanted to create a bold yet professional logo that represents the person.

As you are running for a school governing board, I wanted to incorporate a school element into your name.

The font that I used in your name, I realized the chunkiness of the “III” looked like a pencil in which can campaigned to “writing towards all generations,” since the “III” within a name also means a lineage of generations. You will be helping future generations within the tempe elementary schools.

As for the the grad cap, I wanted to see if I can blend that element into a letter which surprisingly worked really well. The “M” is the upper and shoulders body of a person, wearing a grad cap. Again this represents the future for students to graduate and move forward to their education.

VERSION 1



VERSION 2



# COLOR PALETTES



#F0A202



#F18805



#D95D39



#202C59



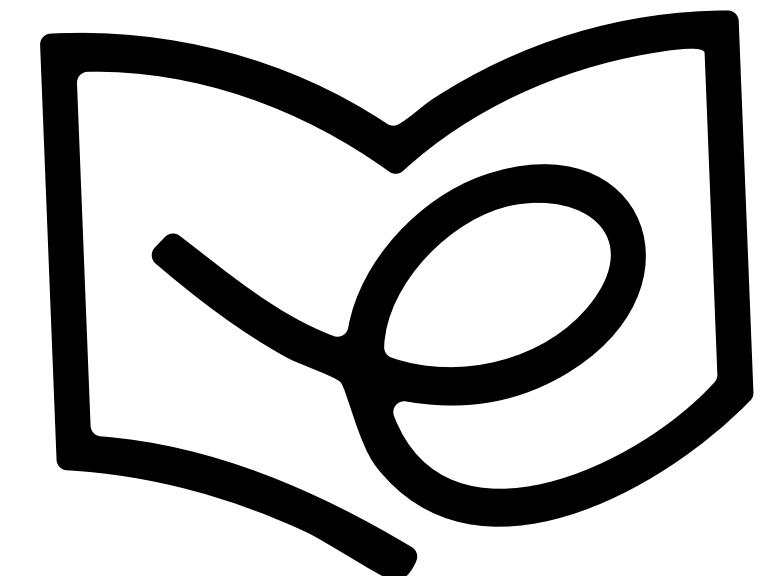
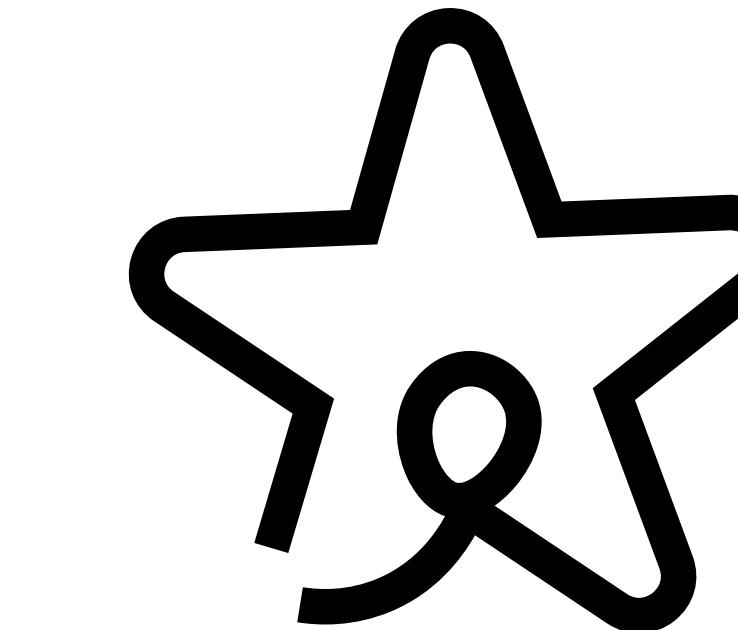
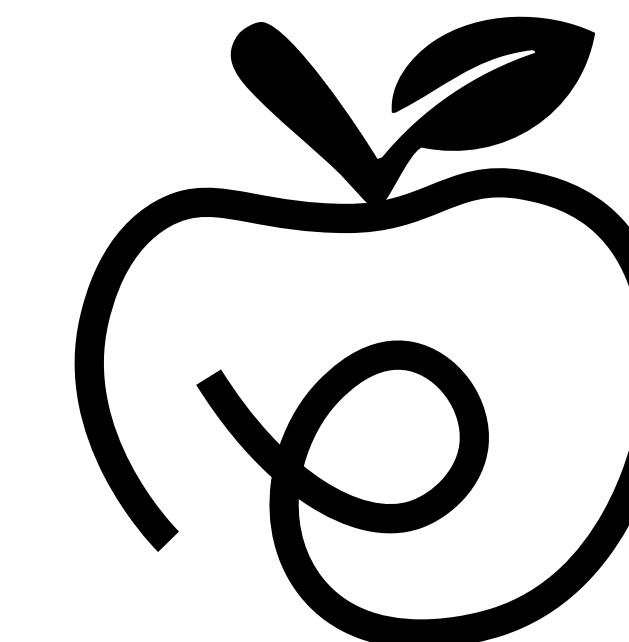
#581F18

## KEY WORDS

BOLD  
WELCOMING  
PROFESSIONAL  
PLAYFUL

## ELEMENTS

Doodle icon represents  
the playfulness elementary schools



# **LOGO LOCK-UP**

A secondary logo used for smaller things,  
for example social media profiles

VERSION 1



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# **MOCK-UP EXAMPLES**



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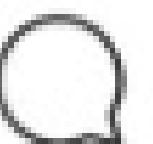


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