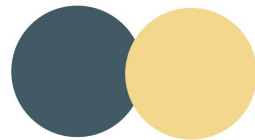


ICONOGRAPHY: a short sword with a curved blade that broadens toward the point

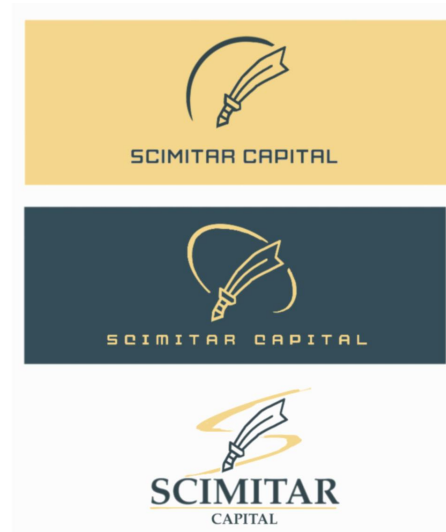
CORE VALUES: wealth, truth-seeking



2. MOTION/ILLUSTRATIVE alternative scimitar imagery

EVOKES: innovative, fast-paced, cutting-edge

CONCERNS: can seem out of place or too stylized/not serious compared to competitors



1. RUNESCAPE REFERENCE in-joke with gamers

EVOKES: simplicity, familiarity, masculinity

CONCERNS: silhouette looks like pen, copyright issues



3. CLEAN AND CORPORATE alternative scimitar imagery

EVOKES: stature, authority, minimalism

CONCERNS: generic, unable to leave lasting impression



1. RUNESCAPE REFERENCE

in-joke with gamers

EVOKES: simplicity,
familiarity, masculinity

CONCERNS: silhouette
looks like pen, copyright
issues



techy/video
game font



dark/gold
scheme
looks cool;
business
card can be
embossed
gold



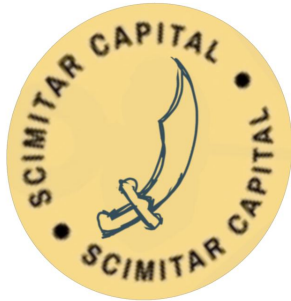
if you like a
design steal
it; playing
with S shapes

2. MOTION/ILLUSTRATIVE

alternative
scimitar imagery

EVOKES: innovative,
fast-paced, cutting-
edge

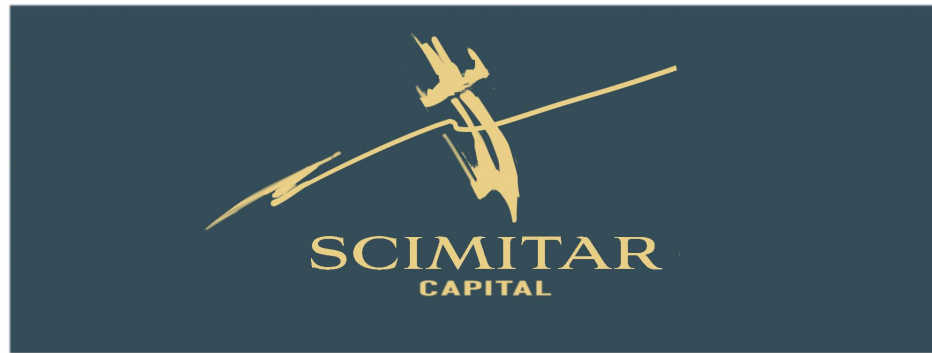
CONCERNS: can seem out
of place or too
stylized/not serious
compared to competitors



^lots of
detail
and
movement



pulling
excalibur
from stone



motion
lines,
plunging
into a
surface



S shape, C
shape for
scimitar

3. CLEAN AND CORPORATE
alternative scimitar
imagery

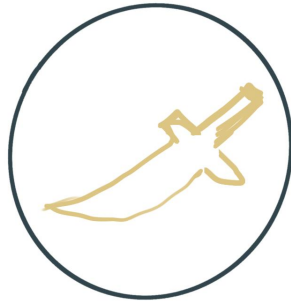
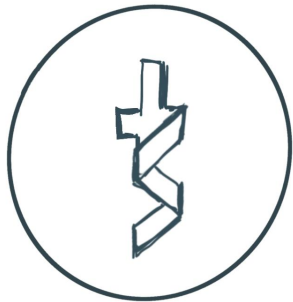
EVOKES: stature,
authority, minimalism

CONCERNS: generic, unable
to leave lasting
impression



 **CITADEL**

blocky



unsheathing
motion