



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

CORE VALUES: wealth, truth-seeking



2. MOTION/ILLUSTRATIVE alternative scimitar imagery

EVOKEKS: 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

EVOKEKS: simplicity, familiarity, masculinity

CONCERNS: silhouette looks like pen, copyright issues



3. CLEAN AND CORPORATE
alternative scimitar imagery

EVOKEKS: stature, authority, minimalism

CONCERNS: generic, unable to leave lasting impression

1. RUNESCAPE REFERENCE
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EVOKESES: simplicity,
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CONCERNES: silhouette
looks like pen, copyright
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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

EVOKE: innovative,
fast-paced, cutting-
edge

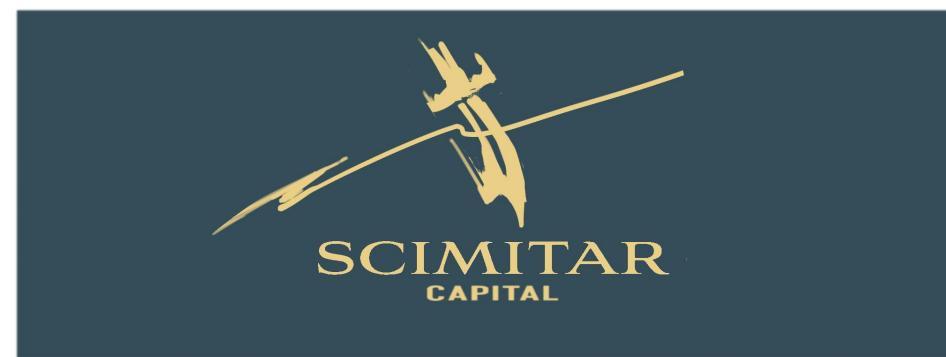
CONCERN: can seem out
of place or too
stylized/not serious
compared to competitors



^lots of
detail
and
movement



pulling
excalibur
from stone



motion
lines,
plunging
into a
surface

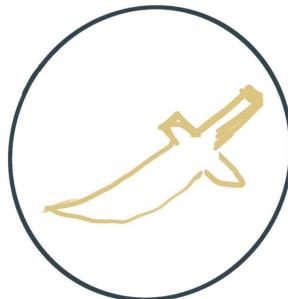
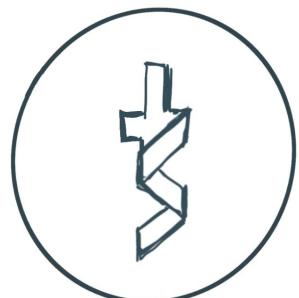


S shape, C
shape for
scimitar

3. CLEAN AND CORPORATE
alternative scimitar imagery

EVOKESEN: stature,
authority, minimalism

CONCERNSEN: generic, unable
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impression



 CITADEL

blocky



unsheathing
motion