

LOGO MAIN:



LOGO ELEMENTS:

UNCLE TOMMY



FONTS:

LOGO FONT IS IN COCHIN  
HEADER FONT IS IN INTER  
TEXT IS IN TAJAWAL

COLORS:



#4D7267



#3A3E3D



#000000

ALL 50% OPACITY

## MEANING BEHIND EVERYTHING

- pyramid symbolizes power, as 'Uncle Tommy' preaches toxic masculinity, but the lines are thin to give off a soothing effect as this is a place of therapy
- the clouds symbolize the legacy of Tommy Giordano and how he is still with us looking down from heaven
- the COCHIN FONT made an impression on me as mature and classy
- a muted green because muted colors have a soothing effect and green symbolizes being grounded
- black and grey colors because they call back to the past in the 1930s and 40s when Tommy was in his glory days