Name:

* + PACIFIC JUDO

Business:

* + Judo

Colors:

* + Blue
  + White

Font:

* + Mogra

Symbol:

* + ~~Kumite~~
  + Judo Belts
  + ~~Judogi (clothes)~~
  + ~~Japanese judo kanji (柔道)~~

Logo Design Concept:

* + Color contrast
  + Simplicity
    - No too much detailed structure or shape
  + Color
    - Check meaning of a color
    - No too many colors
  + Literal vs figurative
    - No common words (make difficult memorable)
    - Must be abstract, symbol, and unique
  + Vector
    - No Raster (not scalable)