

Rich Brown

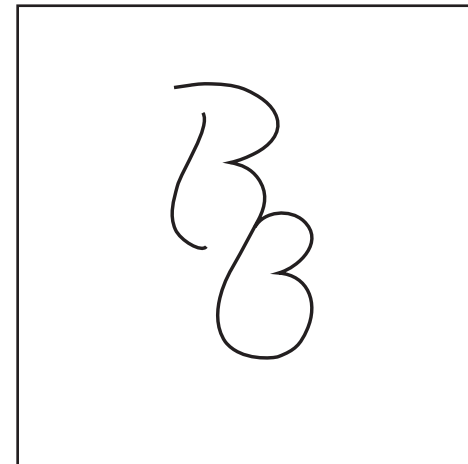
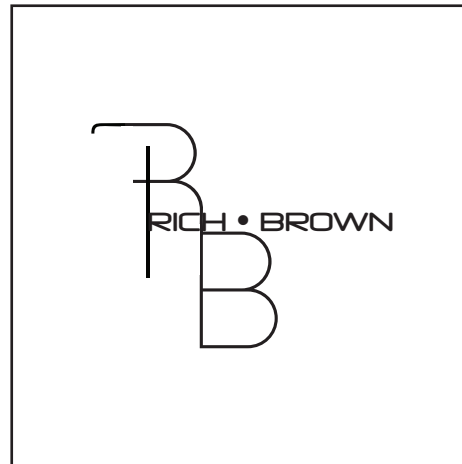
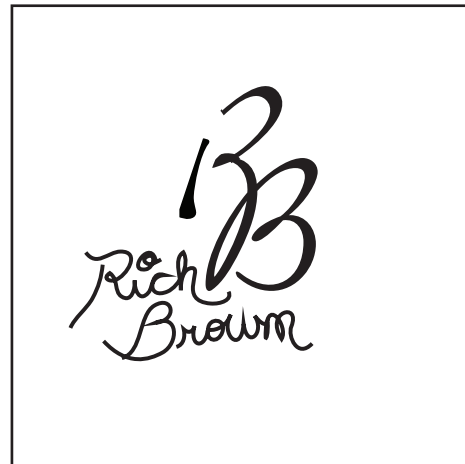
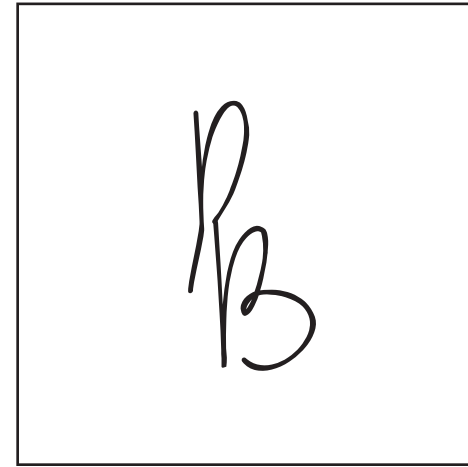
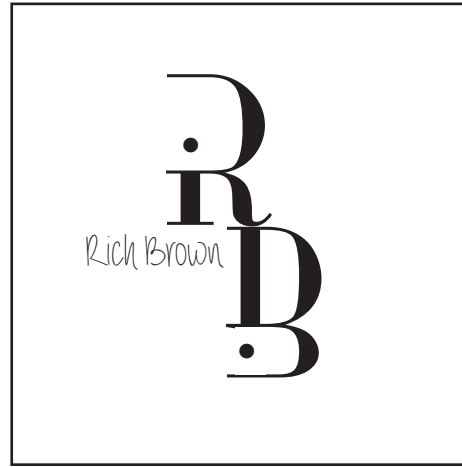
Process • Samples • Final Logo

Rich Brown Proposal

Alexandra Antzoulatos

www.aa4design.com

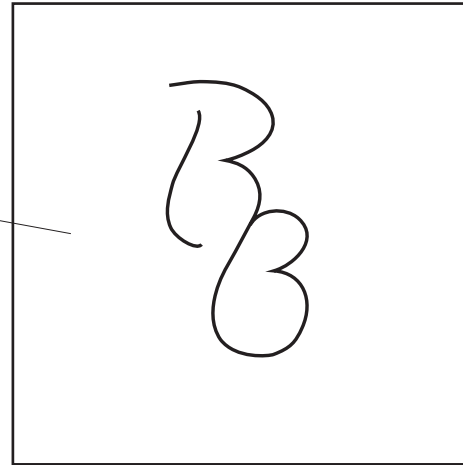
Rich Brown is a startup industry looking for a signature logo to represent the company. Here are a few ideas created to see which direction he wanted to move forward in.



Rich Brown Proposal

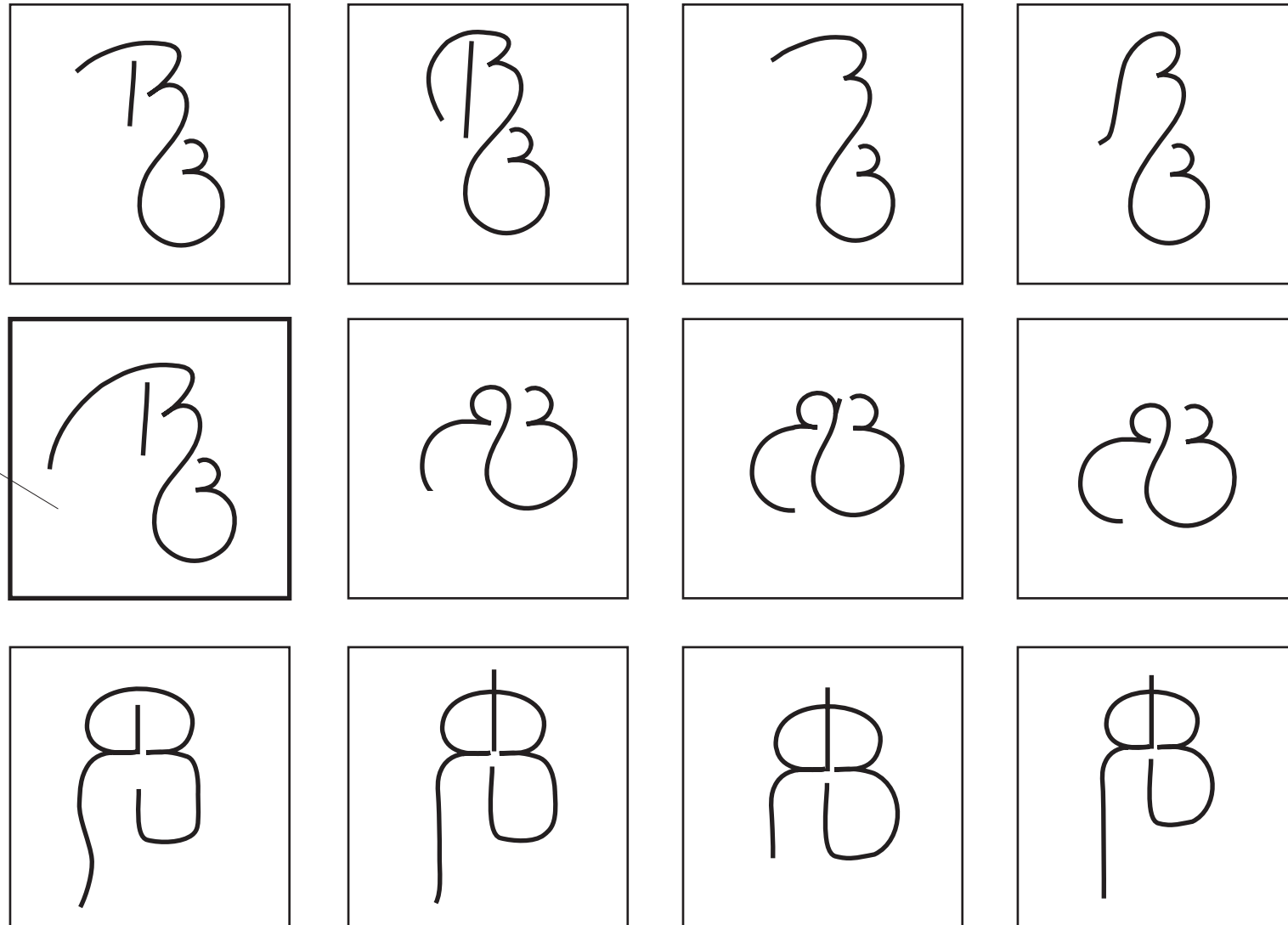
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Rich Brown enjoyed the style and curves of this design. Through this idea, I created another set of designs that similarly followed this style.



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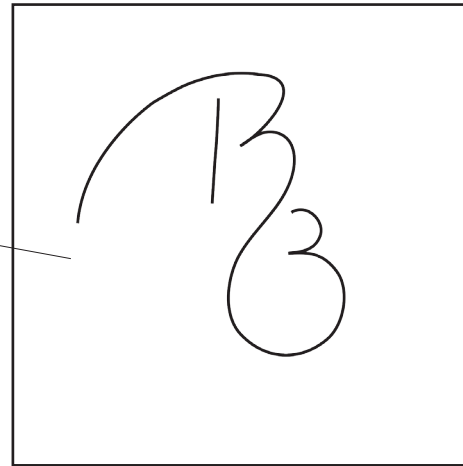


Through the different designs of the style he enjoyed, he finalized on this design.

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He enjoyed the long tail from the R which helped balance out the "B" form. The organic shape was what he was looking for in his company.



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These are the finalized logos for the
Rich Brown startup company.

