

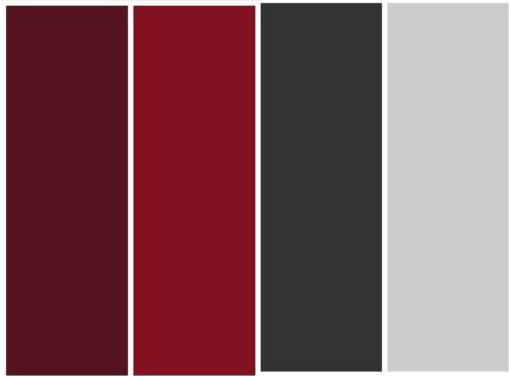
Rowdy Offroad is a developing lifestyle brand that will appeal to offroad enthusiasts through our authentic designs that reflect the offroad lifestyle. Our branding and designs will be featured on clothing items, primarily t-shirts, and other offroad related accessories.

The example below is a representation that we would also like to reflect in our logo. We like the ruggedness of the font and how the accompaniment of the aggressive offroad tire “ties” the logo together, giving the viewer an immediate understanding of what the brand represents.

We would like to use this existing framework for the foundation of Rowdy Offroad’s logo.



We would prefer to focus on the color palette below for our logo:



An idea for bringing our own unique element into this design is to feature an offroad vehicle within the logo, rather than an offroad tire. Perhaps we could portray this graphic as if it were **climbing over an obstacle**, in this case the word(s) “Rowdy Offroad”. Below are a few examples for this:



It is critical that the graphic incorporated within the logo be directly associated with and identifiable by offroad enthusiasts. Using a very basic stock photo or vector image of a plain, undetailed offroad vehicle will not fit our vision for the “Rowdy Offroad” brand. It is crucial that all elements incorporated within the logo be directly related to the offroad lifestyle.

Another idea for making our design more exclusive is to utilize a separate font for “Rowdy” apart from “Offroad”, while maintaining the existing sense of ruggedness. Perhaps we could feature an offroad tire tread pattern in the design of “Offroad” that would set apart this text from “Rowdy”. An example of this is below, although the font represented here is not one we would choose for our own design.



If it is determined that an offroad vehicle (one that has been highly modified to overcome the terrain) does not allow for a streamlined design, we would prefer to incorporate a graphic that can be easily identifiable by those that are familiar with offroading as a hobby (our target market). Some examples of such items are below:

