

SCOPE: NEW LOGO

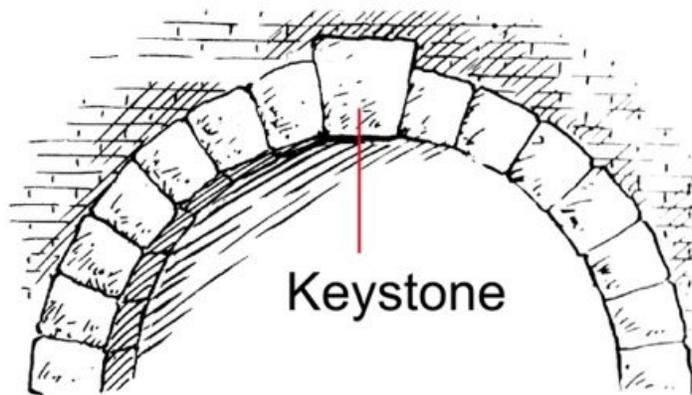
Company Name: Keystone Property Valuation

What we do? We are a staff appraisal company. Appraisers provide a third-party opinion of a home's value based on comparable properties in the area and market trends. Our job is to protect homeowners, banks, and the real estate community as a whole.

Name Background? An entire real estate transaction is dependent on the appraised value of the property. We are the only independent party in the entire loan process and yet everything is contingent on our assessment. Keystone is also a key partner of the Appraisal Management Company, Apex, www.apexone.com, and its parent company Opteon, www.opteonsolutions.com. Keystone does not have a website yet.

Dictionary Definition of Keystone

- 1: the wedge-shaped piece at the crown of an arch that locks the other pieces in place
- 2: something on which associated things depend for support



(see next page for other shapes / icons that may tie into our company logo)

OTHER SHAPES / ICONS:

Here are some key, house, and door shaped concepts which I think would work well if tied into the overarching design of the keystone.



ONE VERSION I WOULD LIKE TO SEE:

Recreate the below layout of Keystone with logo above OR change the "o" to a keystone shape with one of the other shape concepts Home, key, door, etc. A few rough sketches I came up with:

KEYSTONE

