

Key themes in the logo:

- We are looking for simplicity (Very Important) NOT too many details - like the logos at the bottom of this section.
- Clean, simple, maybe aged is look and feel (see shield with crosses directly below)
- We would like our Company and Logo to represent: **Strength, Honor, Loyalty, Truth**
- Thinking that a 'Shield' (examples at the bottom of this text section) could be our main image in our logo
- Thinking outloud (Could we use two criss-crossing swords like below)



- As for words in the logo, I would only put our Company name: Fortezza Group. These can be side by side or stacked. I actually think the stacked option looks better but with different font sizes (Fortezza the larger font, and Group the smaller font).
- I am open to color schemes but am leaning against BRIGHT Colors. Want the colors to reflect warmth, security, strength. The brown and Teal color scheme below does not look bad.
- Question: Should we include some form of a castle or fortress inside the logo shield OR partition the shield into (4) sections and include the latin names for:
 - Strength: **VIRTUS**
 - Honor: **FIDES**
 - Loyalty: **HONOS**
 - Truth: **VERITAS**

We will leave this option to your own creativity. The Latin names may be too much but not sure.

Sample Logos Below - that we thought were representative of how we 'may' want our logo to look like. Again, I want to leave this open to your own individual creativity.



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FORTRESS

