

## OBJECTIVES:

1. Have a logo mark and business name as one graphic.



2. Be able to use the logomark alone to begin to build brand awareness and equity without having the “word and wise” in there.



### What we want to see:

- ✓ A way to tie in the logo to the connection of the word to wise ( words become wisdom is the sentiment)
- ✓ Want to underplay the use of the number “2” and make it more of the symbol/tool that “ converts” the words to wisdom. In this example, we were thinking of an old fashion writing quill pen that incorporates the “lightening bolt” meant to suggest a powerful idea or thought from above, in the feather itself that takes the shape all the way to the tip of the pen. As we are trying to incorporate the “2” this is where we might be able to with the correct graphic manipulation make it appear like an abstract “2” using the scribble line to close it out. Also, using a different color such as the fuchsia or teal

