

Examples of logos that appeal:



- ✓ Contrast, font
- ✓ Very recognisable



- ✓ Font
- ✓ Can be simplified to just the first letter of the logo

This was designed as a logo for a marketing event we held earlier this year.

- ✓ Symmetry, contrast
- ✗ Theme is obviously not suitable for our corporate requirements

Examples of logos employed by other firms in our market (but not necessarily appealing):

