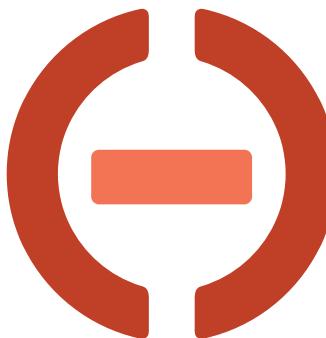




HELL ON

HELL ON

This concept features a stylized “H” and “O” monogram icon. The monogram intentionally plays off the “On” button symbol while referencing the “On” portion of the company name. The flame coloration brings forward the association with Hell. The mark as a whole is very flexible, changing colors easily and working on light and dark backgrounds while also successfully allowing for just the icon to be featured when the simplified application is needed.



HELL ΘN

