



Elite Eight Identity | July 2021 | v02

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CONCEPT 1

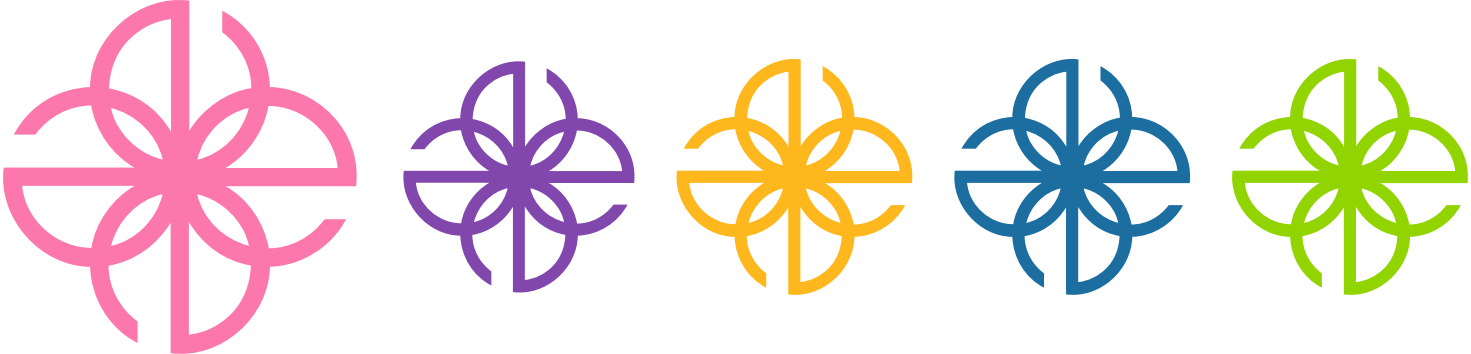
Elite Eight Identity

Concept 1: Corporate Logo

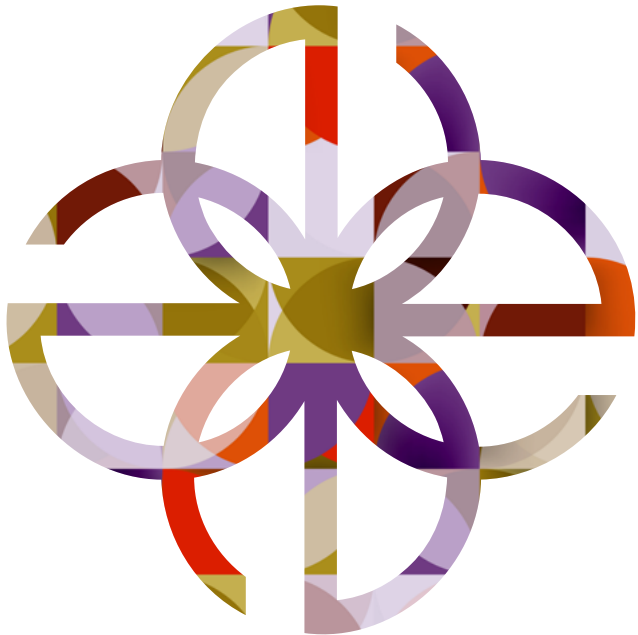


Changed black to blue, and updated tagline. Still feel this is the best direction for your logo.

Concept 1: Various Symbol Treatments



The symbol can appear in any color to brand products by silk-screening, embroidery, or other textures.



Patterns can also be used to brand products, as long as the shape is not compromised by the treatment.

Stationery



Color Palette

Primary Brand Color



2nd Level Brand Colors

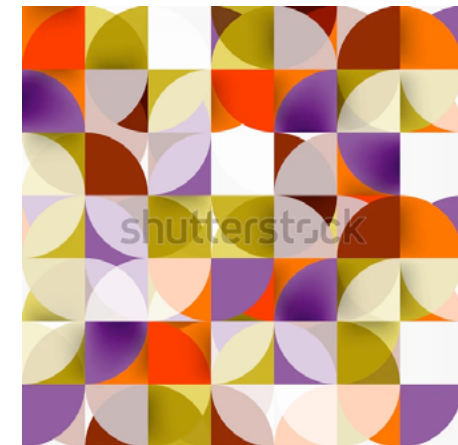


Extra Color Examples



Non-brand colors for apparel, sub-categories, etc., should be vibrant and appealing. Darker muted colors can be used, but only in a complementary fashion with the vibrant ones.

Pattern Characteristics



Patterns with full or partial circles within squares will match the tone and feel of the logo. These should be made of the same color scheme proposed in the Extra Color Examples. These patterns will serve well on apparel, branded materials, ads, signage, and other various graphics.

Branded Examples



Designer
Jerseys/Uniforms



CONCEPT 2

Elite Eight Identity

Concept 4



Changed to font from previous Concept 3.

Concept 4: Comparison



Original

If this concept is chosen, I still believe this is the best font treatment. It's sharp edges and wide body embodies the spirit of royalty and eliteness. It also lets the logo take lead over the text.



New

From a design standpoint, I just don't think the contemporary feel of this font fits. I tried to tie it to the logo better by changing the dots of the i's to diamonds. However, I still believe the font looks foreign to the design.



Thank You

Keith A. Barnett

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