

Logo and Brand Proposal

Prepared for Middle Market Dojo | Caitlin Sedoff

Color Scheme

NAVY

#1B3A51

R:27 G:58 B:81

C:93 M:72 Y:45 K:38

SKY

#446C7E

R:68 G:108 B:126

C:78 M:49 Y:38 K:12

TATAMI

#E8CDAD

R:232 G:205 B:173

C:8 M:18 Y:33 K:0

CHESTNUT

#954E22

R:149 G:78 B:34

C:29 M:73 Y:100 K:24

MAHOGANY

#542111

R:84 G:33 B:17

C:39 M:83 Y:89 K:60

Logo/Cover Option #1





SQUARE



CIRCLE



SOCIAL MEDIA
ICON

Logo/Cover Option #2





SQUARE



CIRCLE



SOCIAL MEDIA
ICON

Logo/Cover Option #3





SQUARE



CIRCLE



SOCIAL MEDIA
ICON

Logo/Cover Option #4
Color Variation 1





SQUARE



CIRCLE



SOCIAL MEDIA
ICON

Logo/Cover Option #4
Color Variation 2





SQUARE



CIRCLE



SOCIAL MEDIA
ICON