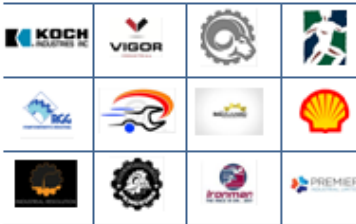


Tool to Select Logo (branding) characteristics

Our Brand Identity should resemble this:

020 (Industry) Industrial • Physical • Traditional



Our Brand Identity should resemble this:

021 (Energy) Strong • Stable • Durable • Masculine • Youth



Our Brand Identity should resemble this:

022 (Elegant) Regal • Grand • Mature • Refined



Our Brand Identity should resemble this:

023 (Fancy) Refined • Faded • Brilliant • Luxe



Our Brand Identity should resemble this:

024 (Cleverness) Ingenious • Clean • Intelligent • Knowledge



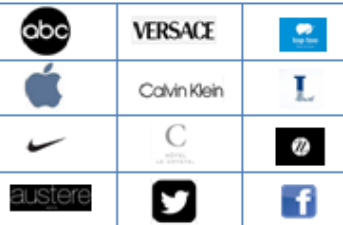
Our Brand Identity should resemble this:

025 (Simple) Simple • Straightforward • Uncomplicated



Our Brand Identity should resemble this:

026 (Basic) Minimal • Durable • Clean • Understandable



Our Brand Identity should resemble this:

027 (Danger) Mysterious • Mysterious • Thrilling



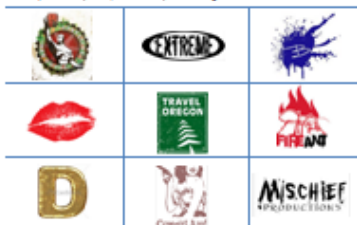
Our Brand Identity should resemble this:

028 (Vitality) Cool • Vibrant • Fun • Fun



Our Brand Identity should resemble this:

029 (Innocence) Shy • Delicate • Special • Fragrant



Our Brand Identity should resemble this:

030 (Outrageous) Playful • Outrageous • Extreme • Juicy



Our Brand Identity should resemble this:

031 (Pleasant) Warm • Tender • Pleasant • Affectionate



Our Brand Identity should resemble this:

032 (Influenced) Big Business • City • Commercial • Trade



Our Brand Identity should resemble this:

033 (Community) Country • Laid-Back • Fun • Fun



Our brand identity should convey this.

D 01. (Industry) Industrial – Physical – Mechanical



Our brand identity should convey this.

D 02. (Strength) Strong – Sturdy – Durable – Muscular - Stout



Our brand identity should convey this.

D 03. (Elegance) Elegant – Graceful – Esthetic - Refined

El Palacio de Hierro



MM
MARINA MODE



Our brand identity should convey this.

D 04. (Poise) Polished – Poised – Brilliant - Luster



E&J. Gallo Winery

JIMMY CHOO

Hardy Amies

14 SAVILE ROW, LONDON

Jennifer



SWAROVSKI



PEUGEOT



The Carlyle

A ROSEWOOD HOTEL
NEW YORK

Our brand identity should convey this.

D 05. (Cleverness) Ingenious – Clever – Intelligent - Knowledge



Our brand identity should convey this.

D 06. (Simplicity) Simple –Straightforward - Uncomplicated

The FedEx logo consists of the word "FedEx" in a bold, sans-serif font. The "Fed" is purple and the "Ex" is orange.The Marriott logo features the word "Marriott" in a red, serif font. Above the "i" is a small, stylized red globe icon.The Levi's logo features the word "Levi's" in white, bold, sans-serif font, set against a red, batwing-shaped background.The DKNY logo features the word "DKNY" in bold black capital letters, with "DONNA KARAN NEW YORK" in smaller black capital letters below it.The coveo logo features the word "coveo" in a blue, sans-serif font, with a small orange triangle above the "o".The SAP logo features the word "SAP" in white, bold, sans-serif font, set against a blue background.

Our brand identity should convey this.

D 07. (Essentialness) Minimal – Austere – Clean - Unadorned



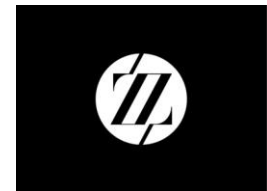
VERSACE



Calvin Klein



C
HÔTEL
LE CRYSTAL



austere
WEBSTORE



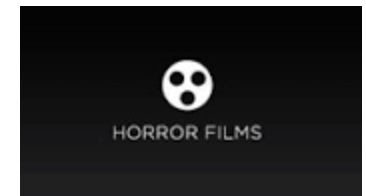
Our brand identity should convey this.

D 08. (Danger) Mysterious – Shadowy – Threatening



Our brand identity should convey this.

D 09. (Whimsy) Odd - Whimsical – Peculiar - Funny



Our brand identity should convey this.

D 10. (Irreverence) Grainy – Texture - Speckled - Fragmented



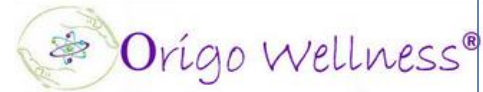
Our brand identity should convey this.

D 11. (Outrageousness) Shocking – Outrageous – Extreme - Acute



Our brand identity should convey this.

D 12. (Pleasantness) Warm – Tender – Pleasant - Affectionate



Our brand identity should convey this.

D13. (Influence) Big Business – City – Commerce - Trade

Forbes



TIME



The New York Times



WSJ.com THE WALL STREET JOURNAL.



DOW JONES



Our brand identity should convey this.

D14. (Community) Journey – Lake – Relax – Friendship

