

Chris King for Governor

Logos V2



270 STRATEGIES

CONCEPT 1

The following are variations on round one concepts based on your collective feedback. Both of the concepts play on the idea of the rainbow and rising sun imagery. The sun represents hope and a new day. The rainbow is a significant symbol to Chris' personal story. Additionally, it is a sign of inclusion used by LGBTQ communities. Those communities and the battles they fight are top of mind for the people of Florida.





CONCEPT 2

Continuing to explore the imagery and symbols laid out in first concepts, the following are rooted in the same ideas. There is a sense of movement in these concepts that is achieved with the varying line weights. The use of color represents diversity and the shapes suggest inclusion. There is a feeling of data visualization, representing the idea of a modern take on problem-solving.





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CONCEPT 3

These concepts work with a triangle shape. The triangle or delta represents change. By removing the tip of the triangle the mark begins to resemble rooftops. A nod to Chris' past achievements in Florida and also a suggestion of security in the future.



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CONCEPT 4

A departure from the symbolism we have focused in the previous concepts the following suggests a modern, forward thinking political candidate. Similar to Concept 2, the shape has a feeling of data visualization.



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