

It all starts with the



The Vision

Roosevelt High School, Yonkers, NY
Branding Competition Submission
TheVision.NY@veinternational.org

November 3, 2017

Letterhead:



VISION

631 Tuckahoe Road
Yonkers, NY 10701

TheVision.NY@VEInternational.org

www.TheVision.Info

(914) 376-8118

The Vision

Here at the Vision, we are committed to creating dynamic, innovative marketing of VE firms around the world. We will be the provider for creative methods of advertising to grow our clients' businesses. In our state-of-art studios, we create informational and promotional video content that will be available to the entire Virtual Enterprise community.

An example of company letterhead with a brief company description.

Logo:



Logo with corporate slogan:

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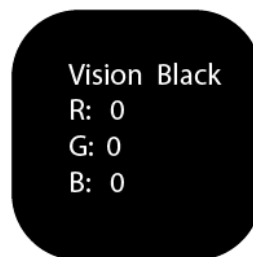
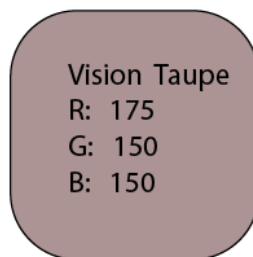
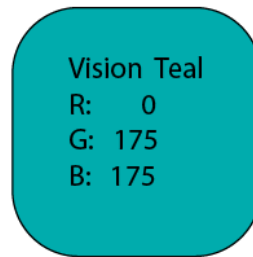
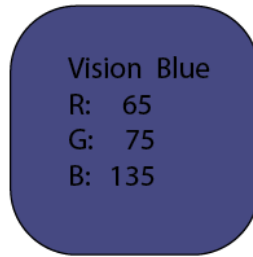
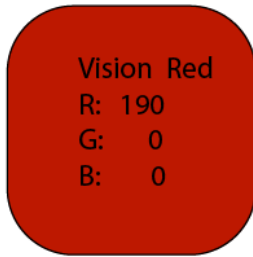


Logo Icon:



The corporate **Vision** logo has a futuristic and assertive look with the bold red color. As a media outlet, the company also needs an iconic and easily recognizable identifier. This logo will be can be used in a variety of colors depending on the application such as in our studios or on location. It is also easily scalable.

Color Palette:



The red and black form the basis for the main logo. For our news iconic logo and set design, the blue tones will predominate since focus groups believed it had a trustworthy association.

Font:

Myriad Pro offers a contrast to the very stylized letters of the logo's original font design. It will make for clear on-camera graphics.

Business Card:



John Smith

Director of Marketing

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News Studio Graphics:



We have redesigned the school's old television news studio with the logos of **The Vision**. The graphics seen in this mock-up will be added to the existing set design.