



**Prestige Worldwide  
Backyard Entertainment**

# **Branding Competition 2017**

# Logo

Prestige Worldwide has two logos: one with the company name and one without. Our logos have many different meanings staring with the shape.

Our shape of the flower is representative of our promise to make your backyard a paradise, and the map within the flower represent our customers all over the world. We use the logo with our company name for most official documents and promotional purposes, and the one without the logo for product placement and other documents such as our business cards and cover letter.



## Color Palette

R 46

G 199

B 255

R 13

G 123

B 182

R 0

G 0

B 0

R 15

G 111

B 198

R 115

G 115

B 115

R 225

G 225

B 225

## Font - Berlin Sans FB

Berlin Sans is a font that is easily accessible in all of the main programs our company uses, such as Microsoft applications, Photoshop CS3, and Office 365.



# Prestige Worldwide

## Backyard Entertainment

### CONTACT

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### VIRTUAL ENTERPRISE INTERNATIONAL

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November 3, 2017

Dear Virtual Enterprise International,

Welcome to Prestige Worldwide, the world's finest backyard entertainment company! We are a second year, C corporation that constantly searches the world, researches the latest technology, and identifies the global competition in order to ensure that we deliver the most innovative and exciting products to our customers. It is our mission to bring new ideas, so breathtaking, so entertaining, and so beautiful, that our customers will never want to leave their backyard. Prestige Worldwide is split into five different departments, each with their own tasks and responsibilities. Accounting/Finance, Marketing, Design/IT, Administration, and Human Resources are all essential assets to the overall success of our company that work to design and fabricate the most exquisite, cutting edge outdoor entertainment products. Our goal is not only to transform an ordinary backyard into an extraordinary getaway, but to prosper and grow as a company. Our company appeals to almost everyone with a backyard. Ideally, families will be interested in our products, ranging from unique fire pits and gazebos, for parents to relax, to refreshing pools, slippery waterslides, and thrilling ice-hockey rinks for children. Fall, Spring, Summer, or Winter-- it doesn't matter. Our products appeal to all people and all seasons. We produce incomparable products with the best quality and the best pricing! With Prestige Worldwide's hard-working team and impeccable products, there is no better source to transform your backyard into your very own paradise!

Sincerely,

Olivia Lorenz, Chief Executive Officer

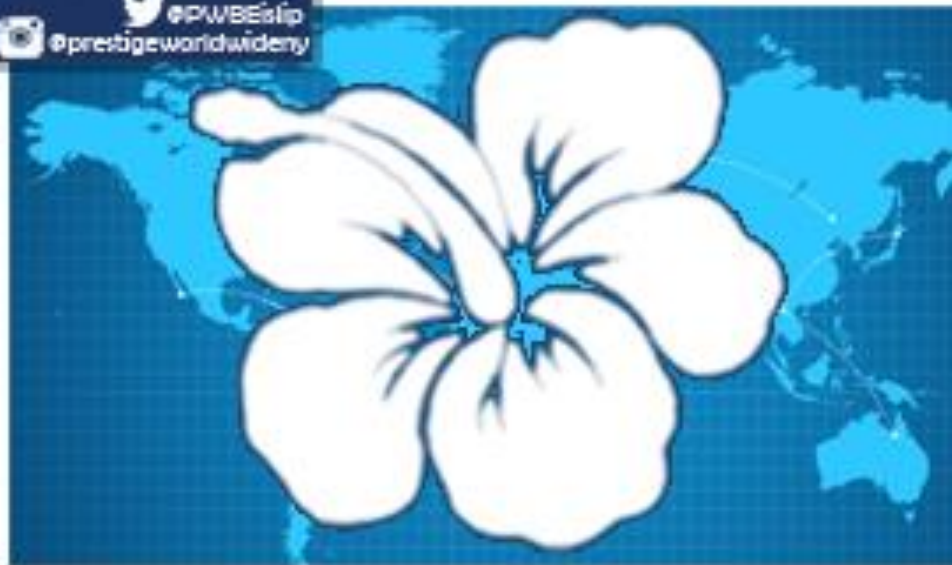


# Business Card



**FRONT**

**BACK**



# Prestige Worldwide Promotional Advertisement





# Company Instagram



# Employee ID Cards



# **Powerpoint Cover Slide**

