

The Conduits, Inc.

Design Project: Logo, branding

Desired Colors: 1. Turquoise (or sea green) #10CFE0 or similar 2. Black 3. White

Key Mediums:

- Online – YouTube channel, social media, video content, website, digital email signature, etc.
- Print – business cards, sales collateral
- Merchandise – hats, shirts, coffee mug
- Neon sign – used as a background for our video set

Graphic Requirements:

The logo should “pop” on both a dark background (black, navy blue) as well as a light (white) background.

The logo should be adaptable for a circular, button logo as well as standard 16:9 or business card layouts.

We hope to use **Oden’s Raven** (see our desired image) as the central part of the logo (it is an important part of the awakening story of one of our Founders). This image is bold and distinct. The gold border should be turquoise #10CFE0 or similar.

Other symbolism can be subtly embedded within the Raven (the original image already has circular eye, CenterPoint, Celtic spiral symbols, which is great.

The logo should use 2-3 other cool spiritual symbols (we have attached some visual concepts). The CenterPoint, the Torus Field, the Primordial Spiral all good options – but we do not want to limit a graphic designer’s creativity.

NOTE: We do not want to use soft or delicate symbols as they can be difficult to print or apply on merchandise.

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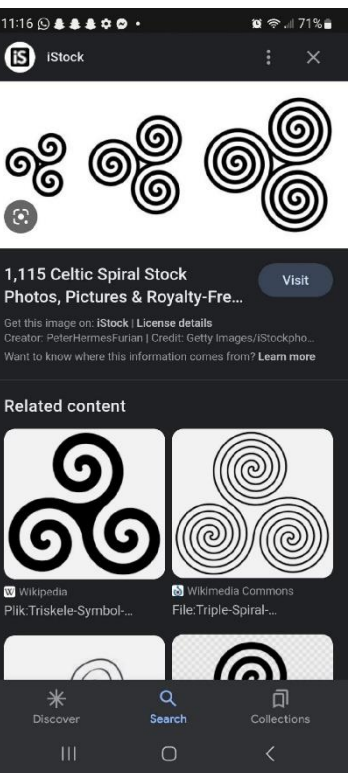
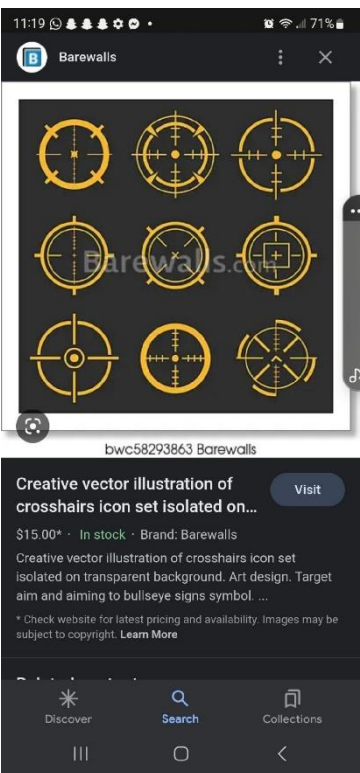
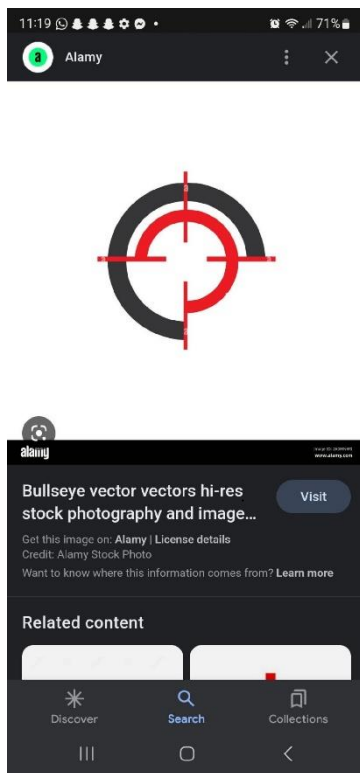
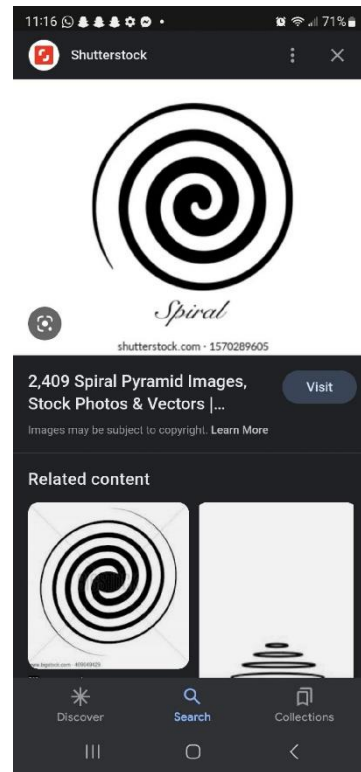
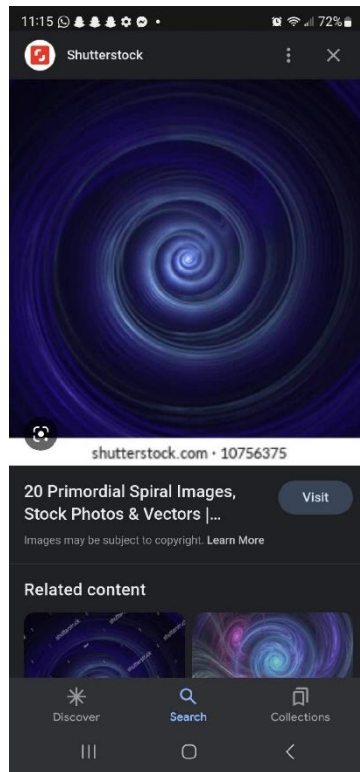
Main Image – Raven (it will have to be recreated for better resolution)



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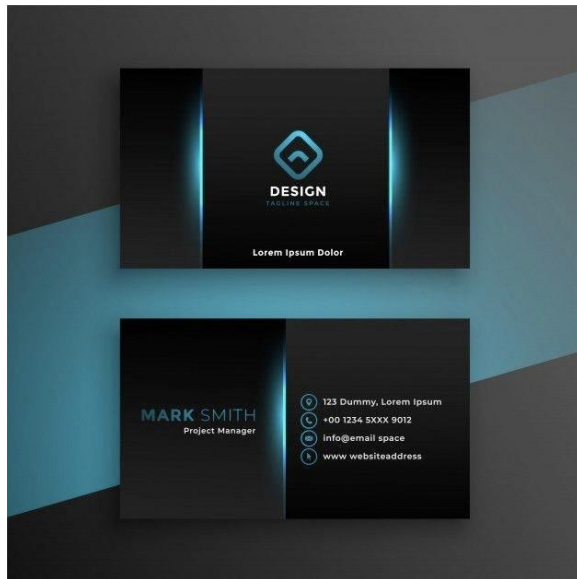


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Business Card Styles That We Like (Should Have a Front and Back):



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Conduit Definition (Merriam Webster):

1 : a natural or artificial channel through which something (such as fluid*) is conveyed.

- Natural – from the earth, organic, real, occurring in nature
- Artificial – reproduced, false, not real
- Channel – messenger, uplifter, mouthpiece and/or passage, corridor, pathway
- Fluid* - our meaning is much deeper – ex. spirit, energy, consciousness, creativity, authenticity, etc.
- Conveyed – carried, transported, sent, messaged

Positive Examples:

A Conduit is a person channeling their spirit and energy.

A Conduit may be a human delivering radical consciousness via one's mind and expression.

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A Conduit may be a person enlightening a pathway for others.

But there is a duality of meaning.

Negative Examples:

A Conduit might also be someone who is channeling an artifice (trickery, deception, purposeful misinformation, guile)

Who are The Conduits (What Are We?): The Conduits is a small, online social media presence (YouTube, Instagram, Twitter, Rumble, TikTok) devoted to awakening the sleeping receptors within our clients to harness their embedded, but often untapped, spiritual consciousness.

Why Statement (Why Do We Do What We Do?): To better our world, help individuals and groups to be Conduits (a human embodiment), and create a community

Mission Statement: To encourage our clients to cultivate and make-ready their foundational spiritual senses to overcome challenges, hone/refine skillsets, excel at their chosen endeavors, or feel more confident/certain in their individual purpose.

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