

10/10/23 Instructions

Here are the changes we would like to see to the following design:



1. Add a thin line separating the shape and the text
2. No line but more white space inbetween the words and the shape
3. For the Vertical version, we are looking for:
 - a. Words are beneath the logo
 - b. Words are center aligned
 - c. "Concentric" is bigger than "Policies"
 - d. "Concentric" is the darker color and "Policies" is the lighter color

Please try both these types of fonts

1. ITC Avant Garde Gothic Paneuropean Demi Bold (Sans serif)
 - If not available, try Aharoni MF Bold or YD Yoonche Bold
2. Trajan Bold (serif)
 - If not available, try Goudy Trajan Pro Bold or Transcend Medium

Please try this with both your red/blue and blue/gold palettes

Here are some images of what the new designs might look like:



