

PRO-AV

GENERAL PROJECT DIRECTION:  
The logo should be an improved version of the existing one. Improved means "classier." More sophisticated, while still representing "technology" and "modernity."

COLOR: Although we know the company owner likes black, red, and white, we should offer options in other colors.

The Competition

These are some of the competitors who have done a fairly good job of branding.



<https://avispl.com/>



<https://onediversified.com/>



<https://www.ricoh-usa.com/en>



<https://www.avisystems.com/>

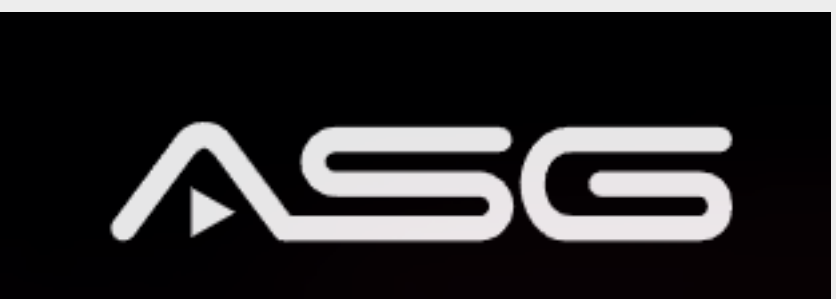


<https://solotech.com/>

This company is a direct competitor, so we don't want our logo to look anything like this.



<https://www.kinly.com/>



<https://www.asgllc.com/>



<https://wpsproav.com/>



<https://promotion.tech/>

Architecture Firms

Architecture firms are a standard or a guiding light for the quality of their brands' design. We should emulate what they do a little, to give a greater sense of class and sophistication, while also using cutting-edge technology.



<https://www.gensler.com/>



<https://www.perkinseastman.com/>



<https://www.hok.com/>



<https://henninglarsen.com/>



<https://www.arcadis.com/>



<https://www.hdrinc.com/>



<https://www.nikken.co.jp/en/>



<https://www.swecogroup.com/>



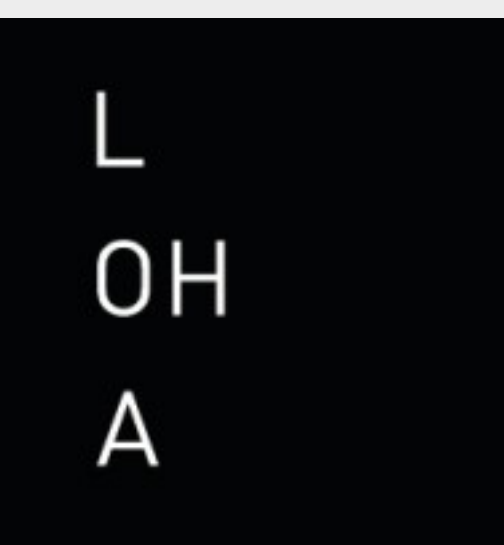
<https://perkinswill.com/>



<https://www.dlrgroup.com/>



<https://www.hksinc.com/>



<https://www.loharchitects.com/>



<https://www.ikon5architects.com/>



<https://millerhull.com/>



Wheeler Kearns Architects

<https://wkarch.com/>