

Project Brief: We're a consulting company that helps startups start up. We help founders built their ideas into businesses. This involves business plans, pitch decks, financial models, fundraising, market research, sales, marketing, etc. We have had a logo since 2008 and it's time for a refresh. This is the old logo:



What we love about it

- Sans serif, light to medium in weight font
- It's elegant without being too bold, not too serious

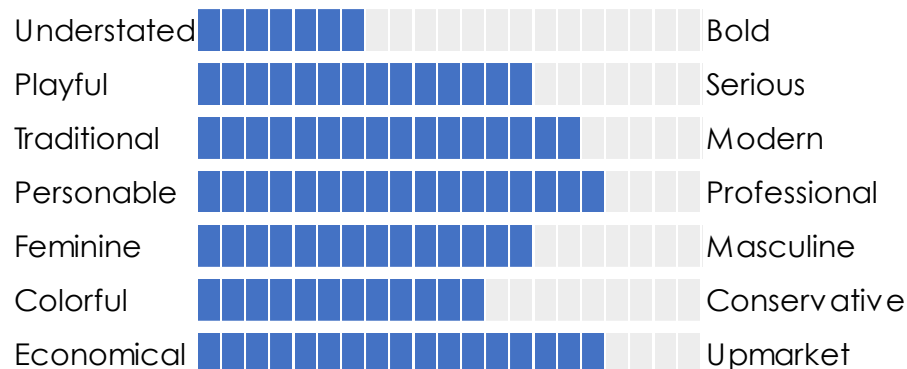
What we dislike

- It's showing age
- The globe has no meaning

NEW LOGO

- 1) We're still looking for that sans serif feel, light to medium in weight font and slightly wider kerning.
- 2) We want to hit on the following attributes
- 3) We want the "X" to look like an "X" so something too abstract will not work
- 4) Solving for x is a foundation of algebra, but lends itself to broader applications. We're not a math company, but people immediately respond to our identity as a problem-solving company, "Solving for X" and "The X Factor" describe that "hard-to-put-it-in-words" feeling, or as the French say, je ne sais quoi.
 - a. We'd like the X to evoke the brand

We're trying to hit the following attributes:



We're inspired by the clean/simplicity of the first three logos (Catalyst, Campfire, Dawn) and appreciate how the "amplified media" logo icon could be used in other treatments, but bear in mind, we also think a side by side layout could work very well for the brand (especially something where "Solve For" is the text and X is the mark.



Lastly, color:

We do not need to reuse the same colors, but would like to see what kind of colors you think might work for the brand in light of all the other feedback.