

# vitamin



IGNITE CAREER CENTER

## Logo Concepts

Our logo designs are meant to provide a spectrum of approaches both visually and thematically. However, there are some common threads that unify them and are inherent to the fabric of your organization. The Ignite Career Center needs to convey trust, commitment and expertise. Your clients turn to you for critical guidance while navigating important decisions. Your logo must inspire confidence and stability.



Option 1 centers around an illustration meant to evoke the North Star— a universal symbol of guidance, direction and focus. This metaphor speaks to Ignite’s role in helping clients navigate critical career decisions and providing skillful guidance along the path. It’s uniquely placed between the curves of the “n” and the “i” to serve as a visual focal point and illustrate the idea of coming together to move forward. The star also mimics the elegant lines and points of the “t” and “i” of the serif font.



Option 2 is another execution meant to evoke the concept of a North Star or compass. Again, this metaphor speaks to Ignite's role in helping clients navigate critical career decisions and providing skillful guidance along the path. In this version we've chosen a soft, sans-serif font to create a clean shape while allowing the light in the negative white space to flow around the letter forms. The all-caps type set gives the logo symmetry, balance, stability and confidence.



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Option 3 plays on several levels visually. It is somewhat inspired by the interconnected stars of a constellation which are an ignited network in the purest form. They are one of the earliest tools used by man for direction and guidance. It can also be read as interlocking arms to symbolize community and strength in working together. In the center is a negative space that is a subtle illustration of the Star of David.



*ignite*  
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Option 4 is a very active type treatment meant to convey movement, excitement, forward momentum and progress. One can't help but get a very human feel because the type itself almost feels like a signature. This gives personality and a human touch to the organization and highlights the relationship oriented nature of how ignite works with their clients over time.



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Option 5 is another very warm, friendly, personable approach. In this version we've created a customized take on a soft serif font treatment. We adjusted the serifs to have a slight curve giving them uniqueness and a human feel. Something about the lowercase i's in this version almost have a feeling of the human form which is another subtle illustration of Ignite's high-touch, relationship-driven approach.

1



2



3



4



5



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Colors to be explored  
in future phases.