

vitamin



KLNB BUSINESS CARDS/COLORS

A - E

CONCEPT 01

Clean and typographically driven. The typefaces
here are condensed, bold and modern.



A FULL-SERVICE
COMMERCIAL
REAL ESTATE FIRM

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SINCE 1968

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F-J

CONCEPT 02

This concept brings the “pin” to the forefront. It is used to create a varnished pattern on the front of the card, and on the back it shows up again next to the address, like it would on a map.



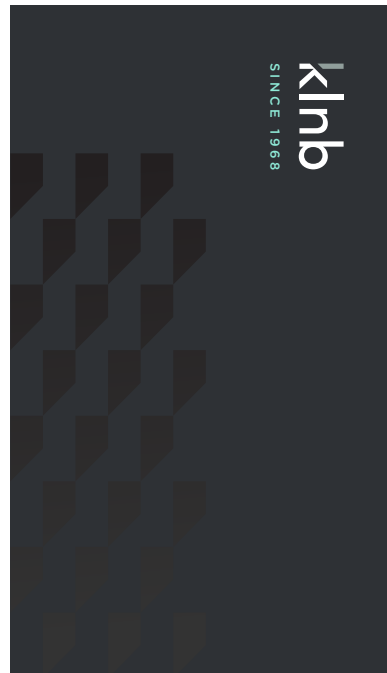
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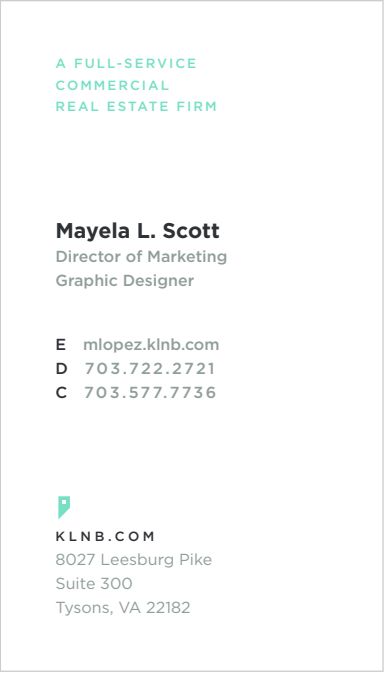
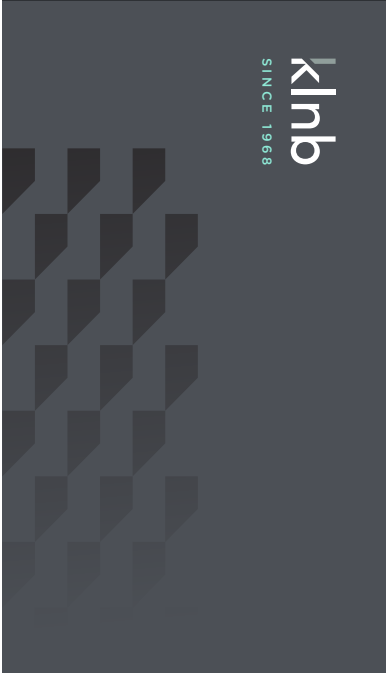
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A Full-service Commercial Real Estate Firm



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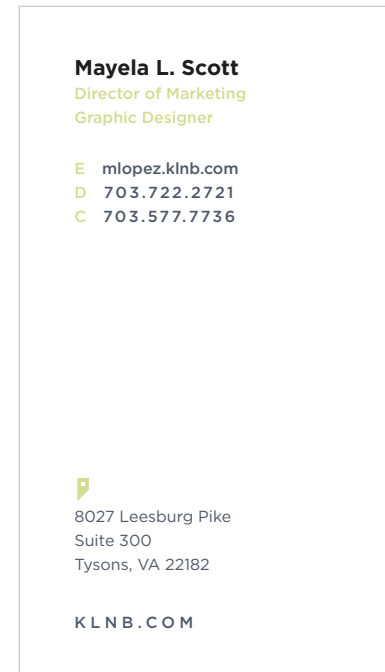
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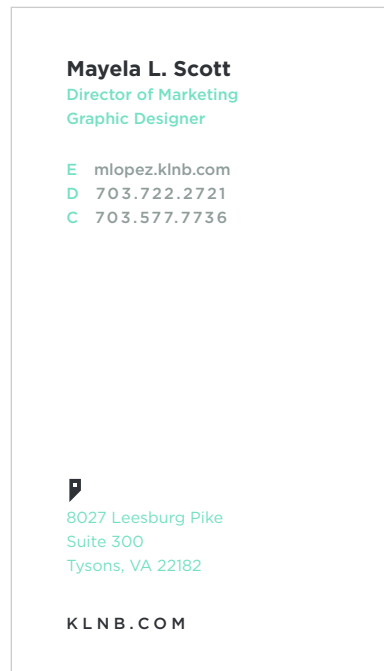
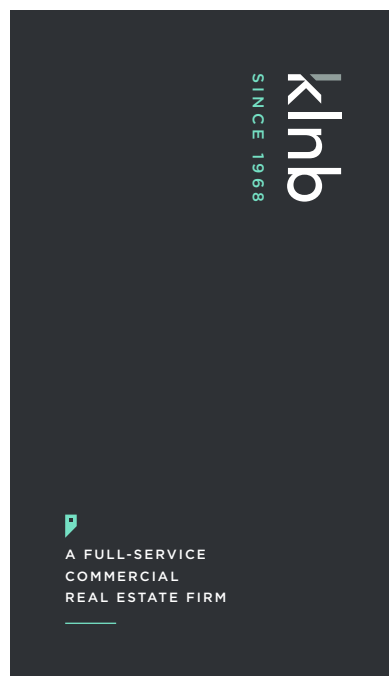
K L N B . C O M

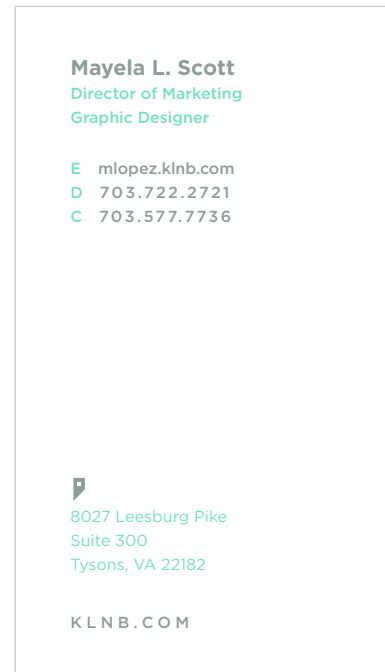
K-O

CONCEPT 03

A simple, more restrained version of Concept 2.
The pattern is removed and replaced with "A
Full-Service Commercial Real Estate Firm".









SINCE 1968



A FULL-SERVICE
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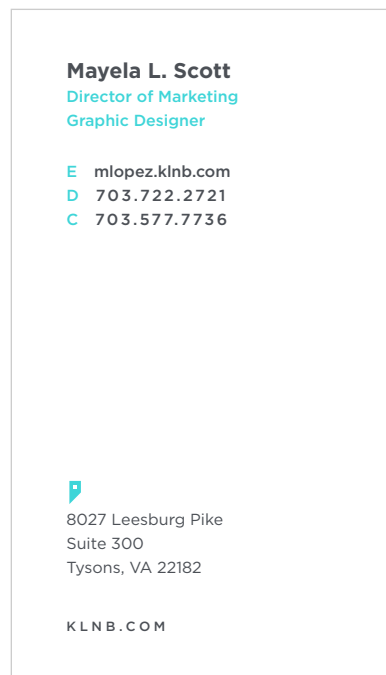
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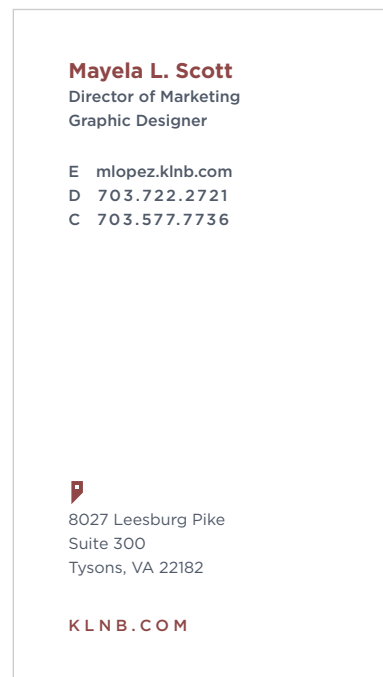
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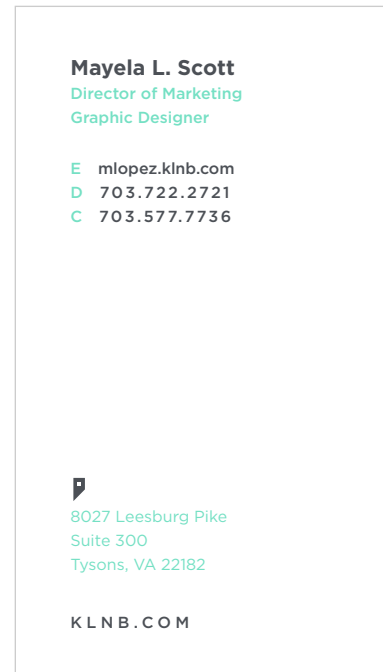


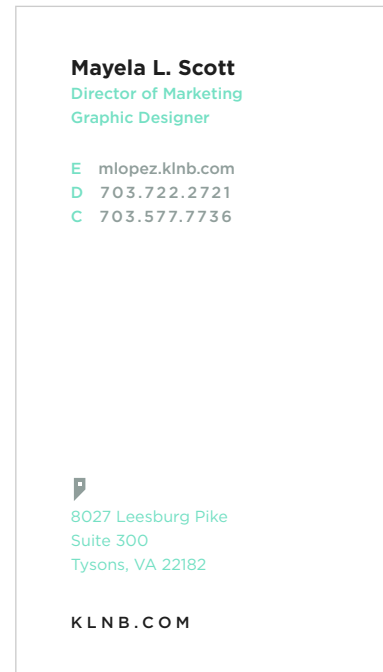
P-S

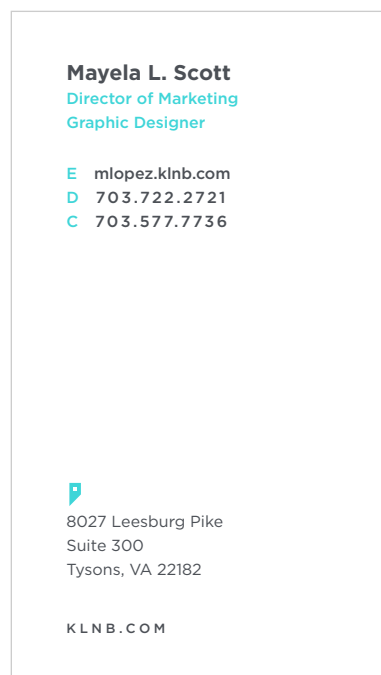
CONCEPT 04

This option plays off the pin again, but less directly.
The angle from the pin is borrowed to create a set
of stacking triangles that imply the idea of
organized space.









T-W

CONCEPT 05

This direction is the most formal. The typography on the front of card is center aligned, giving it a dressed up feeling.

