



### **Option 1**

A bold, geometric and high-end mark with character and type to match. The mark was inspired by the angles that lead a person's eye in a composition, much like key elements in professional photography.

The font selected is Prometo Bold in all caps.



### **Option 2**

Contemporary and friendly. This logo depicts the letter "P" and is made of angles that represent origami. The position of the mark slightly above the type give it a light and airy feel.

The font is AF-Battersea Bold in title case.



**PAPER CAMERA**



### **Option 3**

This is a sharp a modern look with bold lines and angles. The mark represents the aperture of a camera and focus on a subject matter in the center. A rule below the type ads balance to the mark. The font selected is Proxima Nova Extra Condensed Bold for its clean and geometric qualities.



#### **Option 4**

Professional and sharp. The mark is simple and direct, representing a aperture with a simple fold to convey paper or origami. The font selected is Gotham Narrow Black for a bold and impactful appearance.



### **Option 5**

A simple, direct mark with modern type. This logo depicts the letter "P" and is made to appear as a paper clip. The font chosen is ITC Officina Sans in title case for its modern look and unique characters.

1



2



3



4



5

