

## LOGO CONCEPTS



Modern, stylized tech feel. The inverted 'V' could represent the A in AI to support the AI aspect of Vessel's project services.

Colors: Blue represents reliability, knowledge and trust, while green represents wealth and growth. Black represents strength and intelligence.

<u>1A</u>



1в

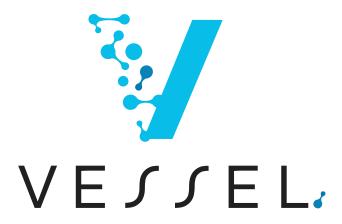




Modern, connected tech feel. As in set 1, the inverted 'V' could represent the A in AI to support the AI aspect of Vessel's project services.

Colors: Blue represents reliability, knowledge and trust, while black represents strength and intelligence.

<u>2a</u>



<u>2B</u>





Modern, connected tech feel. As in sets 1 and 2, the inverted 'V' could represent the A in AI to support the AI aspect of Vessel's project services.

Colors: Blue represents reliability, knowledge and trust while purple is associated with wisdom and respect, and stimulates the problem solving aspect of the brain.

<u>3a</u>



<u>3B</u>





Modern, connected tech feel. As in sets 1, 2 and 3, the inverted 'V' could represent the A in AI to support the AI aspect of Vessel's project services. The V can also stand on it's own as a logo symbol.

Colors: Blue represents reliability, knowledge and trust while purple is associated with wisdom and respect, and stimulates the problem solving aspect of the brain.

<u>4a</u>



<u>4</u>B



<u>4c</u>





Type explorations - 5A stylization of double 'S' - 5B elements of letters to form name - each depict a 'flow' within the name.

Colors: Blue/gray represents reliability, knowledge and trust while vivid green represents growth and optimism..

<u>5a</u>



5B

