

COMPAR GOV

REBRAND

COLOR EXPLORATION

MODERN AMERICA

PALETTE 01



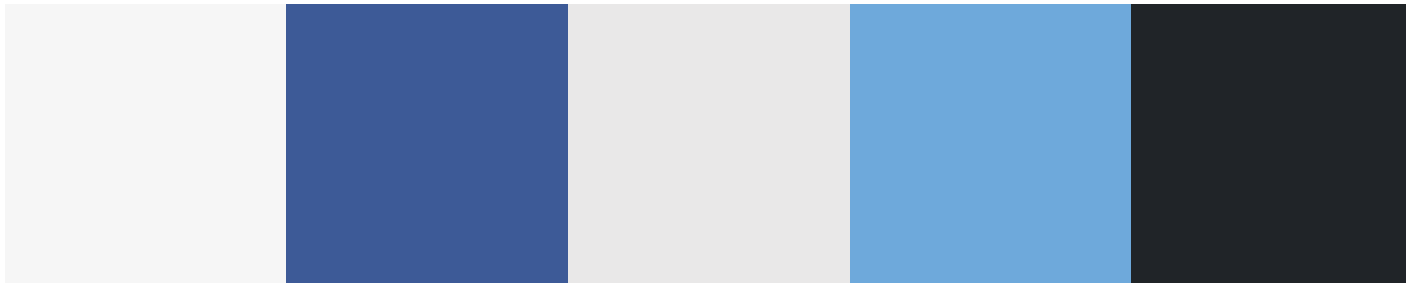
SOCIAL TECH

PALETTE 02



SUBTLE CONNECTION

PALETTE 03



COLOR EXPLORATION

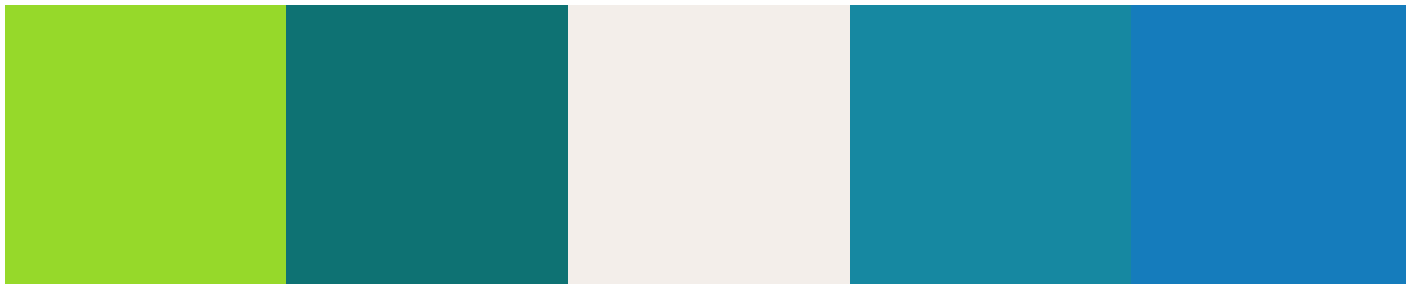
FINANCIAL TECH

PALETTE 04



COMMUNITY

PALETTE 05



SPEED GROWTH

PALETTE 06



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The Verizon logo, featuring the word "verizon" in black lowercase letters with a red checkmark symbol above the "n".The trivago logo, with "trivago" in lowercase letters where "tri" is blue, "vago" is orange, and a registered trademark symbol is at the end.The Dropbox logo, featuring a blue icon of two overlapping squares to the left of the word "Dropbox" in black.The Airbnb logo, featuring a red outline of a stylized "A" above the word "airbnb" in red lowercase letters.

Here are some powerful logos
that create a similar feeling
we want to create...

The Google logo, with the word "Google" in its multi-colored sans-serif font.The Amazon.com logo, with the word "amazon.com" in black lowercase letters and a curved orange arrow underneath.The Twitter logo, with the word "twitter" in white lowercase letters and a white bird icon to the right, all on a blue rectangular background.

LOGO STYLE 01 – TYPE DRIVEN

comparegov
.com

NOTE: ALL LOGOS CAN HAVE **ANY** COLOR COMBINATION

LOGO STYLE 01 – TYPE DRIVEN

01

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02

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03

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04

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05

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06

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07

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08

COMPARE **GOV**.COM

09

COMPAREGOV.COM

LOGO STYLE 02 – ARROWS

COMPARE  *GOV*

NOTE: ALL LOGOS CAN HAVE **ANY** COLOR COMBINATION

LOGO STYLE 02 – ARROWS

01

comparegov

02



03

COMPARE GOV

04

COMPAREGOV

05

COMPAREGOV

06

COMPAREGOV

LOGO STYLE 03 – MAGNIFY



NOTE: ALL LOGOS CAN HAVE ANY COLOR COMBINATION

LOGO STYLE 03 – MAGNIFY

01



02



03



04



05



06



LOGO STYLE 04 – RANDOM



NOTE: ALL LOGOS CAN HAVE **ANY** COLOR COMBINATION

LOGO STYLE 04 – RANDOM

01



02



03



04



05



06

