

Discussions of Logos



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No. 1: This is the type – Berlin Sans FB – that we find especially attractive. Clean, strong and simple. The hat above looks to a degree “Hispanic” but the hat would primarily apply to Mexico and not especially to other countries in central and South America. Also it is a “dated” symbol and even those in Mexico may take offense at it. So on a scale to zero to ten, the type is a 9.5 and the hat is a 2.5 in our opinion

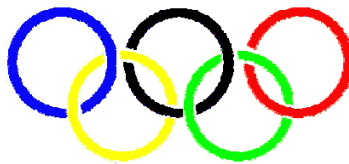


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No. 2: This type is Comic Sans MS which we rate a 6. It's a little too busy and “weak.” The character above has interest. Please disregard “Mexico,” it came with the character. It might be interesting to have a “comic” type AmigoMax character like the Pillsbury Doughboy or the Michelin Tire Man but it would be a challenge to find a good character to use and not “insult” anyone. The character would need to be warm and friendly...an “Amigo.” The character if we could find the right one, would be excellent for ads and to put a friendly face on AmigoMax. Also in the above man-logo the color is nice. With any logo a consideration would be to having lively colors.

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No. 3: This is the type – Berlin Sans FB – that we find especially attractive and rate a 9.5. Perhaps just use the type itself without a character or symbol above it. Perhaps use a soccer ball in the “O” or in the center of the **A** have a red heart to signify friendship.



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No. 4: This is the type – Berlin Sans FB – that we find especially attractive. Perhaps use a symbol above the AmigoMax. This is the Olympic symbol so we can't of course use it, but it has many positive points such showing unity and strong attractive colors. A symbol similar to this might be good to show friendship and warmth as well as being a professional company.



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No. 5: This type is Cooper Black which we rate a 8. It is clean and has good “character.” The family above is friendly with husband, wife, three kids and a stuffed animal. Also it fits better above AmigoMax. However, it just doesn't have the right feel to it.