

## LOGO DESIGN CONCEPT

The concept and appeal of the LaMarc Entertainment logo are well represented in the few chosen colors. My business partner and I wanted to create an image that would be appealing and eye-catching to everyone regardless of musical genre, age or ethnic background. The images and colors chosen reflect the true intentions and integrity of LaMarc Entertainment. We thought it was very important for the visual representation to inform the public or potential clients of who we are and what we represent. We refuse to undermine the company by not taking full consideration of what colors and symbols to use. We decided to use blue, metallic silver and yellow on a black background. The colors are utilized for my personal reasons and to support the meaning or identity of my company. The metallic silver was chosen for a few reasons. This color gives the logo a balance by providing a sleek, modern look along with providing some life to the appeal. The metallic half-circle is used to accent the earth or globe and give strength to the image and show protection. The earth symbolizes all-encompassing. The royal blue also symbolizes strength, protection while the lighter blue is for honesty and trustworthiness. The splash of yellow adds a hint of enlightenment and joy. These colors and symbols represent the intentions we have toward our artists. We're in the business of protecting the artists and setting them up for musical and financial success by protecting their original compositions, music, and maintaining their masters. We also want to help build and protect their image in our Artist Consulting and Development Department. Overall we have the best interest of our artists and performers in mind by covering them, protecting them and strengthening them. Personally, the colors come from my love for the Dallas Cowboys(Blue/Silver) and my High School colors(Blue/Gold or yellow).