

# Logo Design Project

## Company Description

Empire Promotions & Advertising is a firm for growing companies who are in need of promotional services. We provide promotional items and services. We exist to help 22 million small businesses who struggle to obtain recognition for their brand by creating a social media connections and advertising campaigns. Our mission is to provide businesses and entrepreneurs publicity options necessary to help their company succeed in the market place. We will help such companies advertise their products and services in an abundant amount of ways. Our slogan is “We put YOUR brand in peoples hands” and that essentially says it all.

## Image Representation

The colors we chose was red, white, black and grey because all these colors mean power and professionalism which is what our company is trying to project. We used the city skyline to and the simulation of the Empire State building, because it when with the name we chose. We chose a circle design because it looks like a seal of professionalism and that is what we represent

## Software Used:

The software we used was Adobe InDesign



