



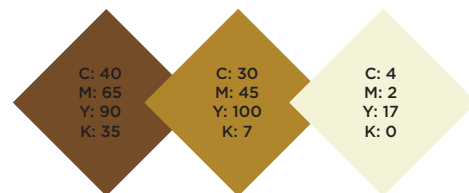
Icons



DESCRIPTION

Art Deco design style logo with large amount of detailed line work. Inspired by BLACKHAT logo that uses a badge format, but does not use the illustration of the “man in hat.” Packaging style would echo style presented in logo. Smoke builds up behind main piece of logo to make a connection back to the the client enthusiasm of “building clouds”.

COLOR SCHEME



TYPE CHOICE

Century Gothic Bold (Main)

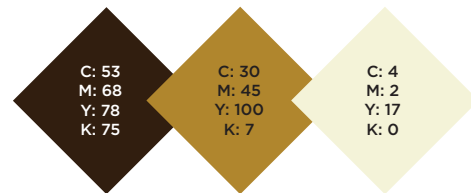
FUTURA STD -BOLD
 “VAPOR COMPANY” (Secondary)



DESCRIPTION

A large logo-type with small illustrated accents that represent parts and pieces inspired by BLACKHAT products. Incorporates use of old logo elements (i.e. man with hat). Small detailed line work prominent throughout and would be introduced into packaging style.

COLOR SCHEME



TYPE CHOICE

DUKE - FILL (Main)
"BLACKHAT"

FUTURA STD -BOLD (Secondary)
"VAPOR COMPANY"

SECONDARY OPTION



Man in Hat -
New Direction Option

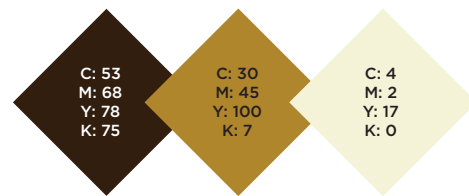




DESCRIPTION

Art Deco design style logo which incorporates use of old logo elements (i.e. man with hat). Line work prominent throughout and can easily be introduced into packaging style. Accent piece on either side of "Vapor Company" are representational of coils.

COLOR SCHEME



TYPE CHOICE

DUKE - FILL (Main)
"BLACKHAT"

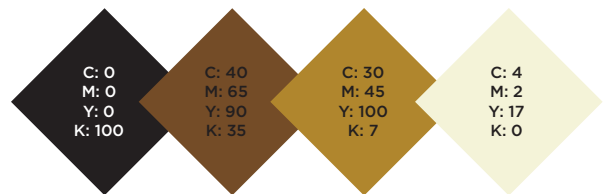
FUTURA STD -BOLD (Secondary)
"VAPOR COMPANY"



DESCRIPTION

Letterpress inspired with a simple visual grid layout logo. Using the existing logo illustration, stylizing the name and adding an accent script typeface.

COLOR SCHEME



TYPE CHOICE

BUILDING (Main)

Gotham - Bold
 "Electronic Cigarettes" (Secondary)

Thirsty Script (Secondary)