

# Logo Design Presentation

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O'CONNOR COMPANY



Building solid foundations for four generations. Our new logo represents our commitment to quality construction that stands the test of time. This logo uses the geometric shapes of the 'O' and 'C' to create an icon that subtly resembles a cement block. Paired with a simple sans serif font, this logo is a contemporary spin on the existing logomark.

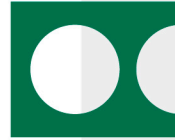
PRIMARY USE LOGO



ALTERNATE USE LOGO



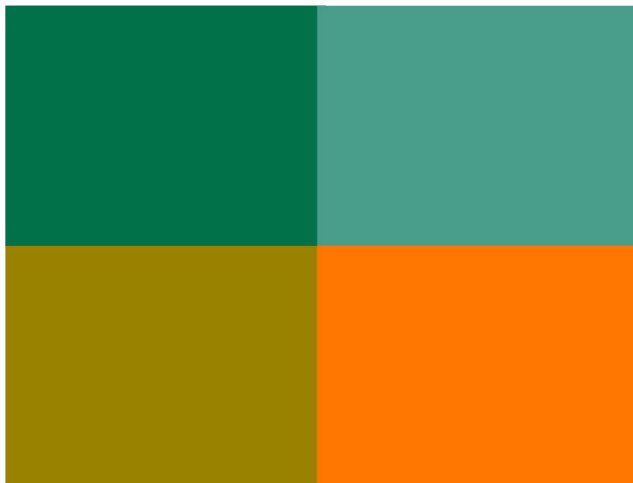
# O'CONNOR COMPANY LOGO PRESENTATION | CONCEPT 1



MOCKUPS.



SAMPLE COLOR PALETTE FOR WEB USE, ETC.





This new logo is more than just a sleek design – it represents the synergy between creativity and precision that we bring to every construction project. The concentric 'circles' forming the letters 'O' and 'C' are paired with an italicized bold font to signal professionalism and style.

PRIMARY USE LOGO

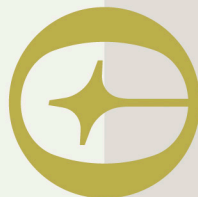


ALTERNATE USE LOGO





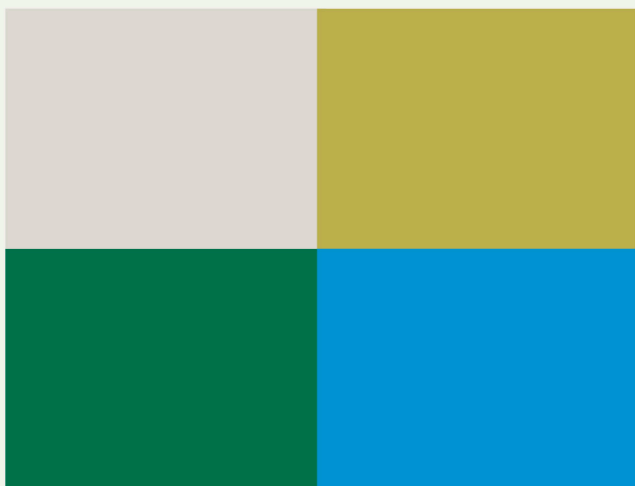
# O'CONNOR COMPANY LOGO PRESENTATION | CONCEPT 2



MOCKUPS.



SAMPLE COLOR PALETTE  
FOR WEB USE, ETC.





**O'CONNOR**  
C O M P A N Y

Building with precision: Our construction company is committed to excellence. The new logo uses geometric shapes to represent the top of a phillips head screw. Paired with a strong, bold font, this logo represents quality and trustworthiness, and a job well done.





PRIMARY USE LOGO

**O'CONNOR**  
COMPANY



ALTERNATE USE LOGO

**O'CONNOR**  
COMPANY

# O'CONNOR COMPANY LOGO PRESENTATION | CONCEPT 3



MOCKUPS.

SAMPLE COLOR PALETTE  
FOR WEB USE, ETC.

