

Build

Primary Colour : #423E40

Secondary Colour :



Rationale:

Thinking of industrial companies such as CAT, as I did with one of my sample logos, I've chosen the industrial look for the 'Build' colour scheme. I developed the 'Fight' colour scheme before the build, so I've been able to compare and go for something quite different.

Fight

Primary Colour : #A21D21

Secondary Colour :



Rationale:

The idea behind the fight logo is that of battle. The missile has been launched and is approaching the target. I have used red as the main colour as it is often linked with anger or fury - thus suitable for the 'Fight' colour.