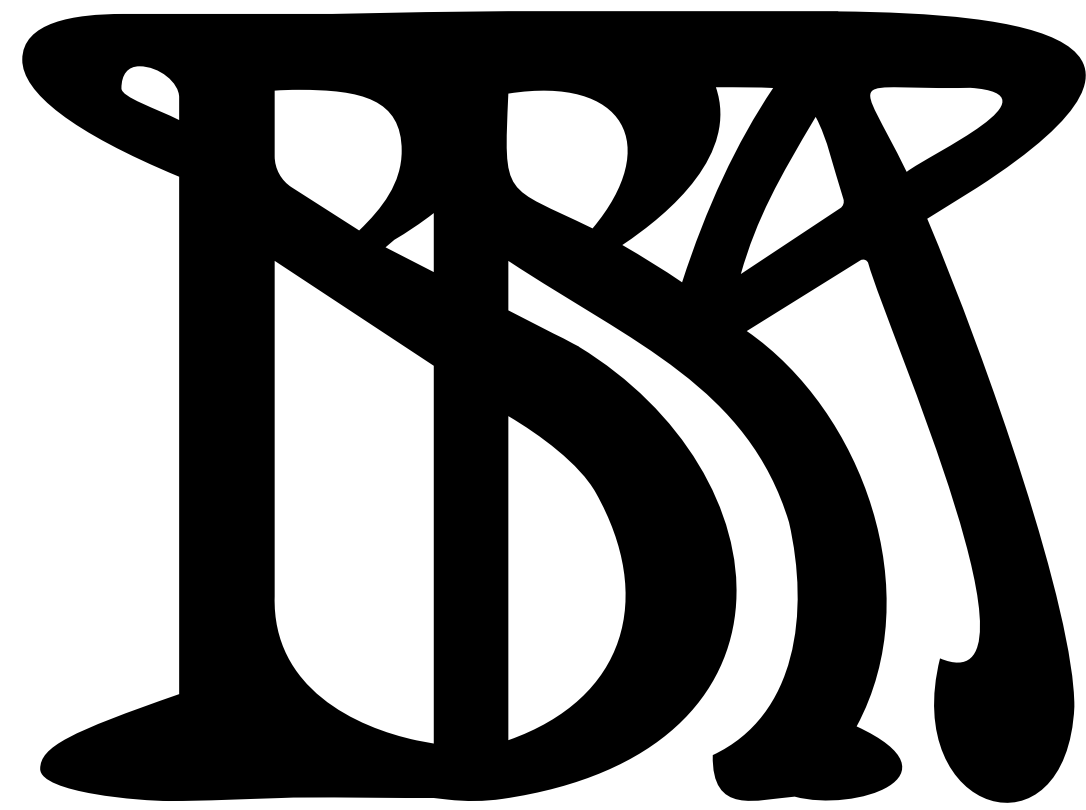


MONOGRAM LOGO DESIGN

BENJAMIN ROWE ARCHITECTURE

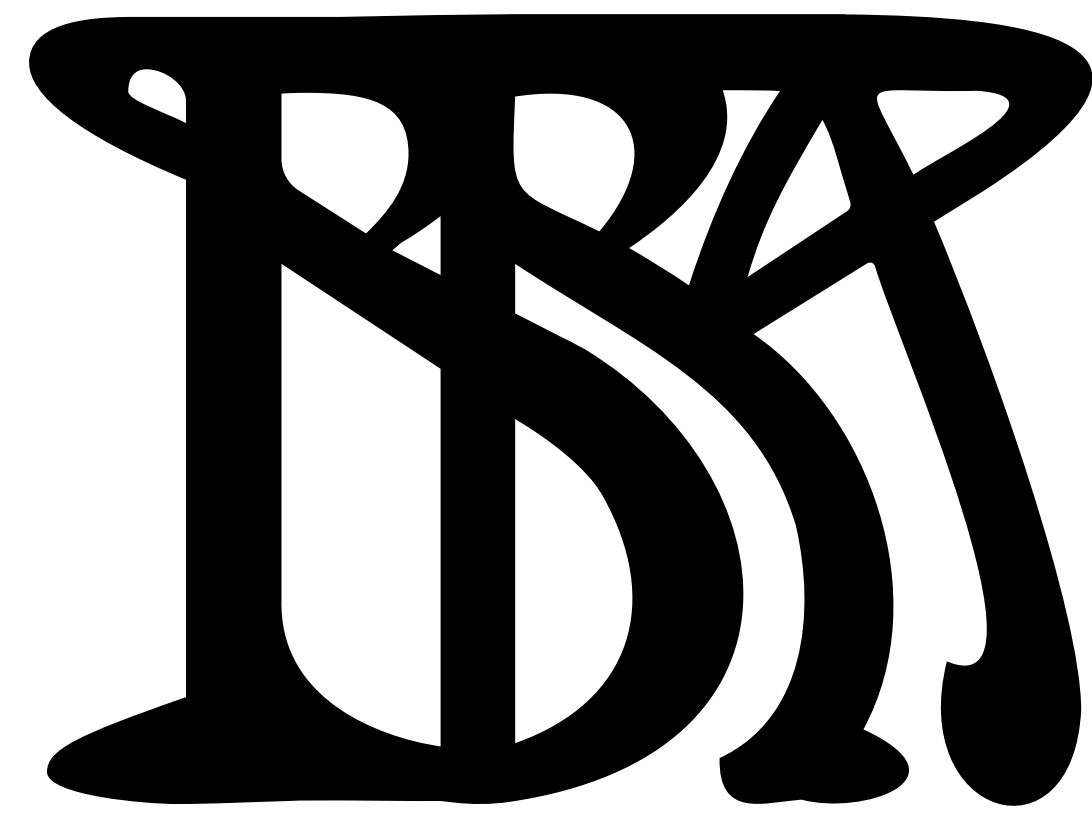
by Alessandro Arese Visconti

SECOND VERSION MONOGRAM LOGO



In the second version the b is not superimposed on the R, allowing a better reading of the individual letters. The shaft of the B is thicker than the shaft of the R, as in most uppercase characters, allowing for a fair balance for the overall monogram.

LOGO COMPARISON



The biggest difference is the non-overlap of the B and the R. The first version is more abstract while the second is more legible, although at first glance it appears to be a harmonious shape and only after greater attention are the letters that compose it legible.

MOCKUP APPLICATION

