

The information for the card, if it were for me, would be the following:

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Here are some comps from the past that were not accepted and a coupl of comments about each one.
Hopefully this will be helpful.

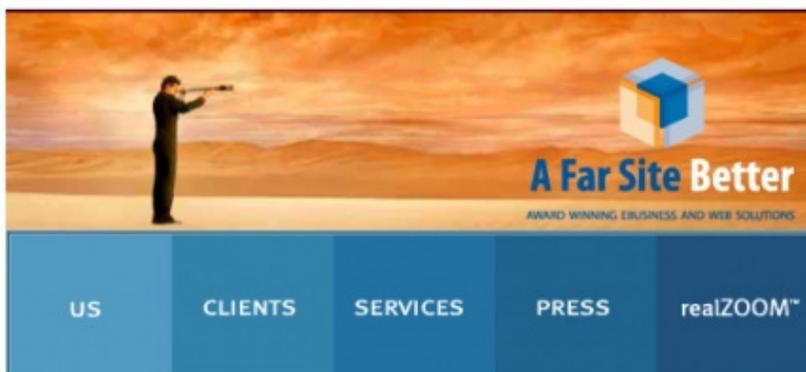
#1: This was a nice attempt at doing something pretty, but it does not say anything or relay any visual info about us.



#2: In this case, the logo does say something about us -- that we take you from point a to point b, moving you forward. The problem was it lacked any sophistication and since we do not work with toys or balls, the metaphor did not work. But it was a nice attempt to say something.



#3: This was a nice attempt to say using the “out of the box” metaphor. One person here liked it, but most did not feel it conveyed much or looked very sophisticated. But it was among the better ones we saw.



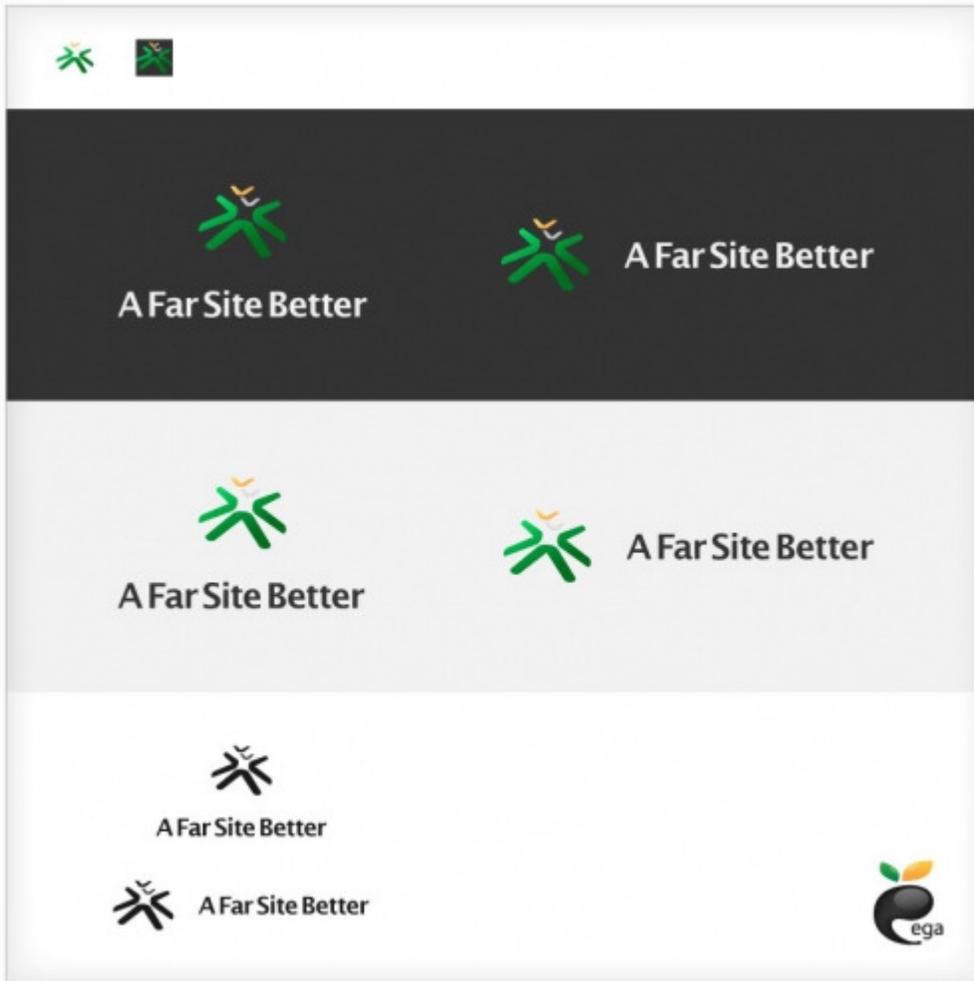
#4: This was terribly unsophisticated, the fonts as well as the person were not good, but the idea of climbing to a great height was very nice.



#5: A good attempt at making something pretty, but the “letter a” as an identifying graphic did not make sense and the letters being pushed together like they are made it hard to read. Not something anyone liked but the attempt was good.



#6: Pretty but with iconography I did not understand nor was it very unique. But again, nice.



#7: Not professional enough for us, but very cute.

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#8: I really liked the metaphor here of lifting our clients up to a higher place together, but I seemed to be the only one who got it. When we tested it in the real world, nobody thought anything of it or even commented on how nice or interesting it looked. That was a bummer.

The guys were very generic, very AOL men which most people did not like. The font also was not professional or sophisticated/classy, which was a problem. But I loved the thought put into the idea, really did.

