

# Kendall Bank

Logo Design Presentation



SEPTEMBER 2020

# AUDIENCE

Small to mid-sized businesses in Eastern Kansas and Western Missouri, primarily in the KC metro area. Not just the owners, but the managers, board members and employees.

# INSIGHT

Small businesses have unique problems that require unique solutions. Most banks offer cookie-cutter solutions that rarely address the real need. I need my bank do the one-on-one work and offer in-depth, customized solutions that will help make my business succeed.

## IDEA / KEY MESSAGE

**KENDALL BANK** gets small business. With our diverse leadership and wealth of experience, we've seen it all. We know what you need from a bank and we're ready to go the extra mile to help you succeed.

# BRAND KEYWORDS

Professionalism

Innovation

Accessibility

Nimble

Reachable

Inquisitive

Friendly

Inclusive

Visionary

Knowledgable

Engaging

Energetic

Astute

Trustworthy



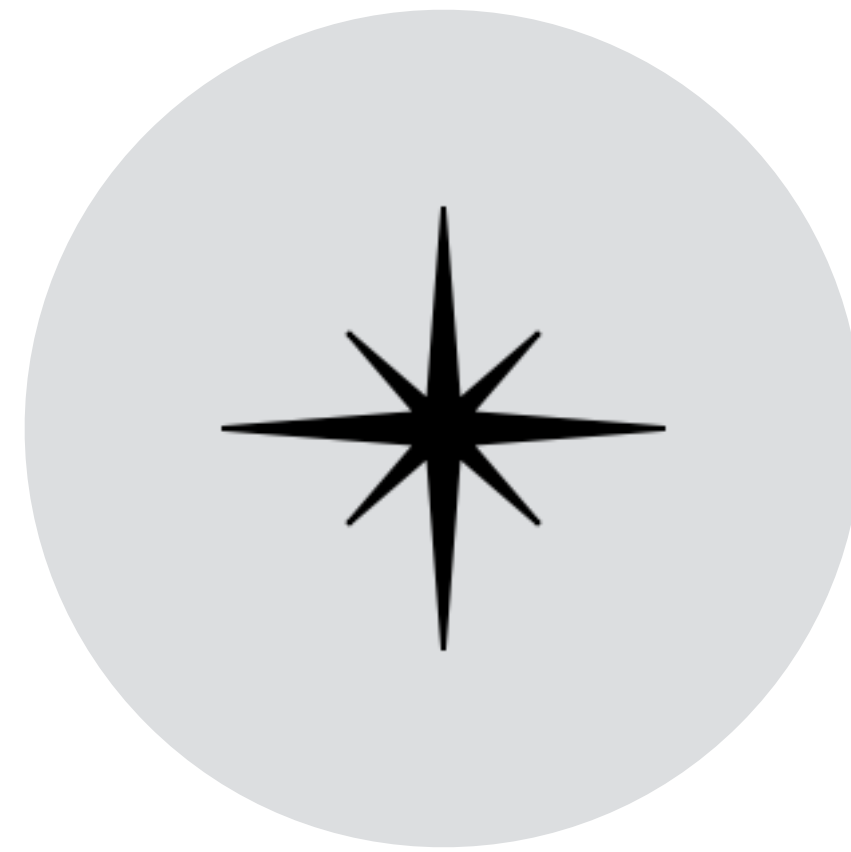
# LOGO DESIGNS

# DESIGN 1



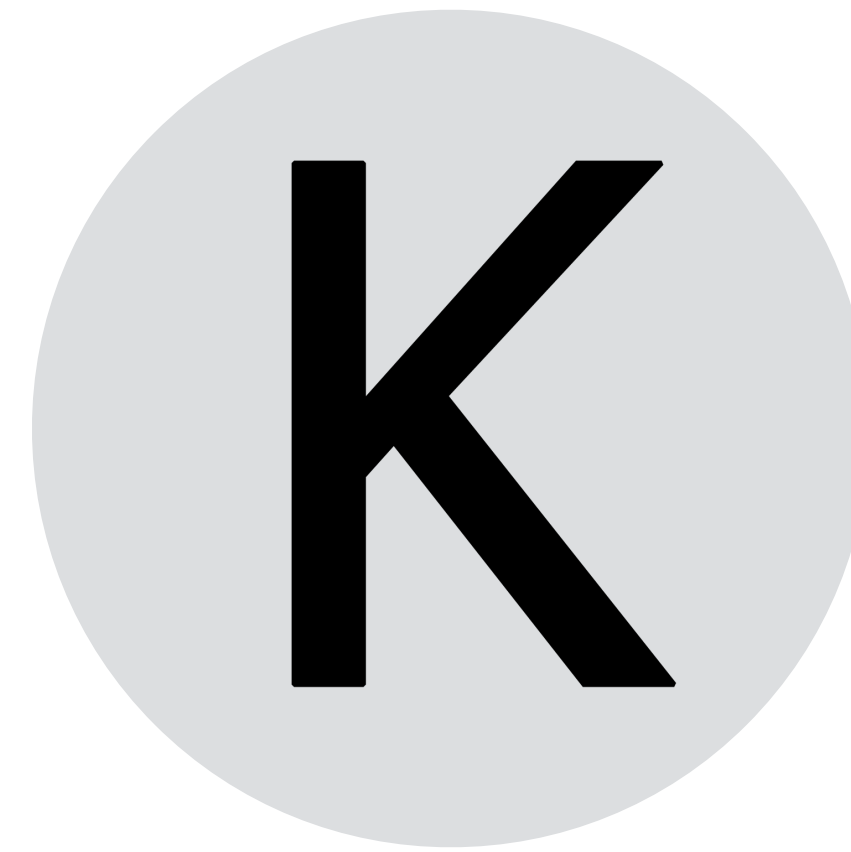
Action / Energetic/  
Movement

+



Light / Insight

+

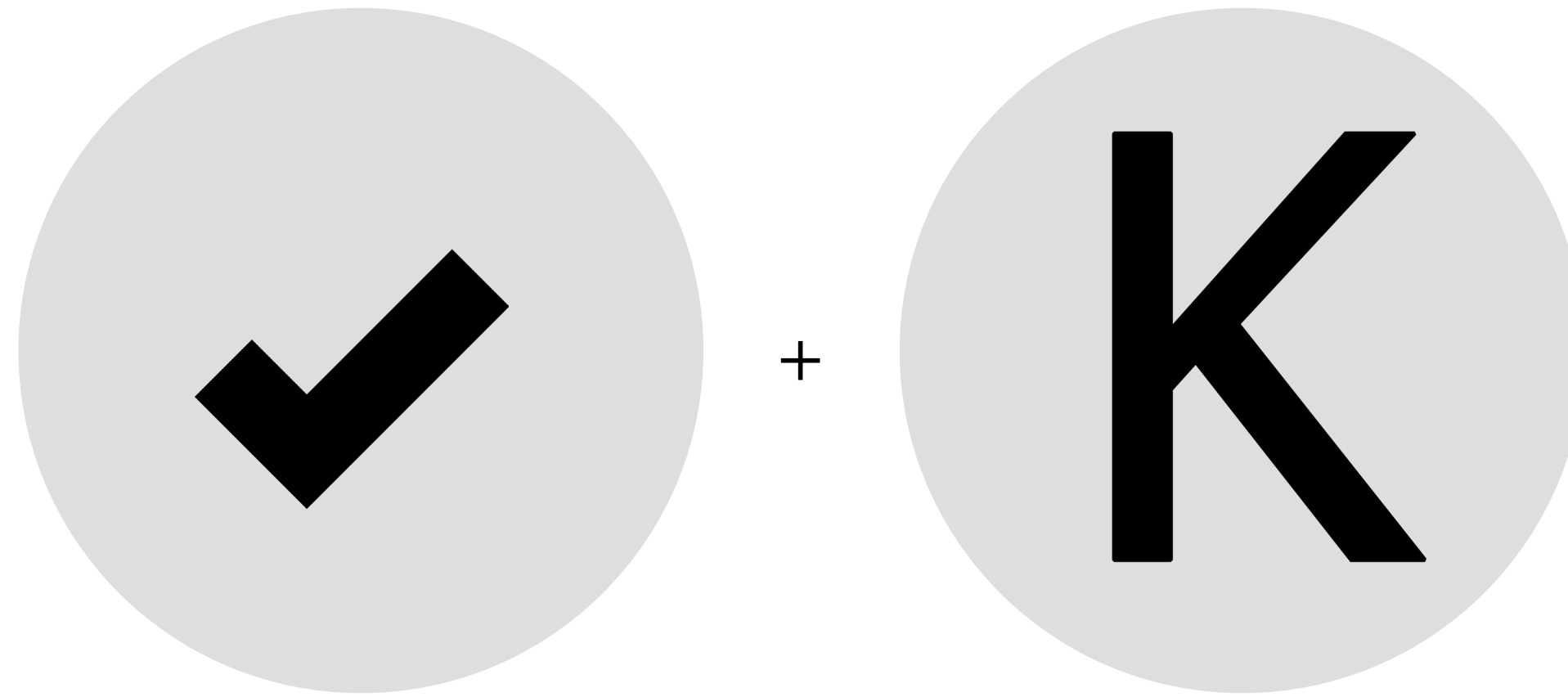


K Letterform

 **KENDALL**  
BANK



# DESIGN 2



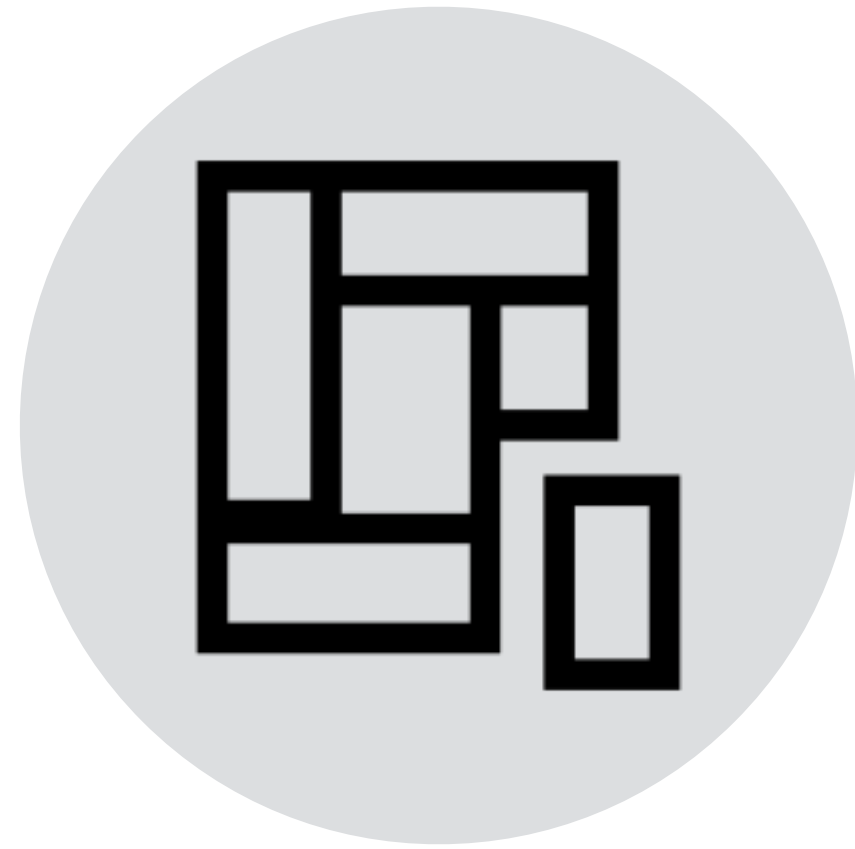
Accomplishment

K Letterform



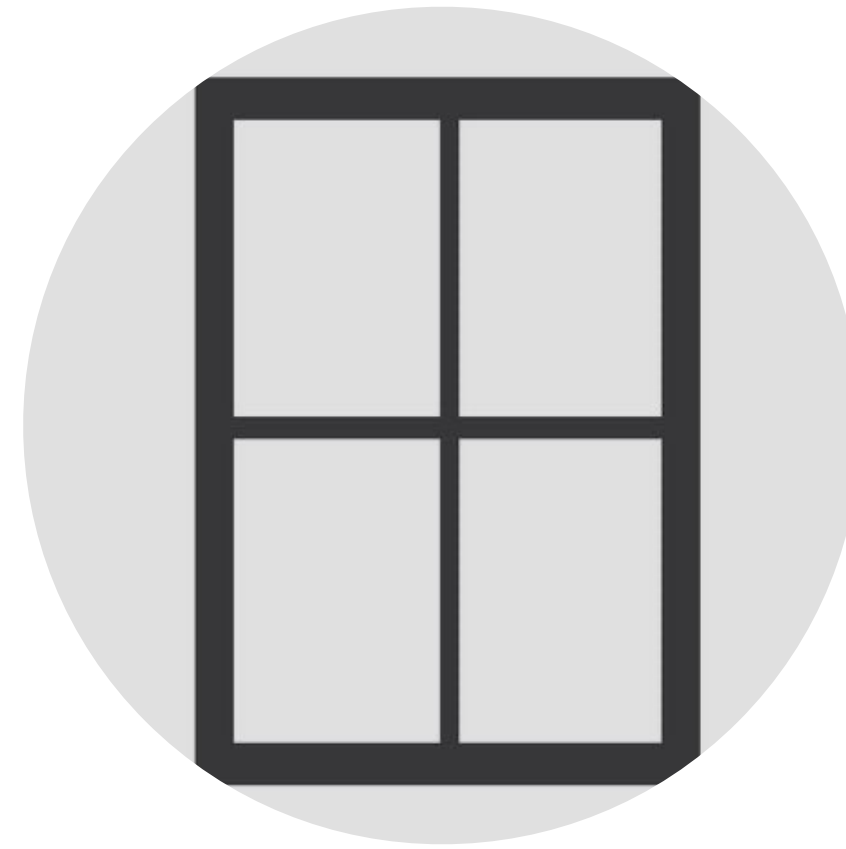
**KENDALL BANK**

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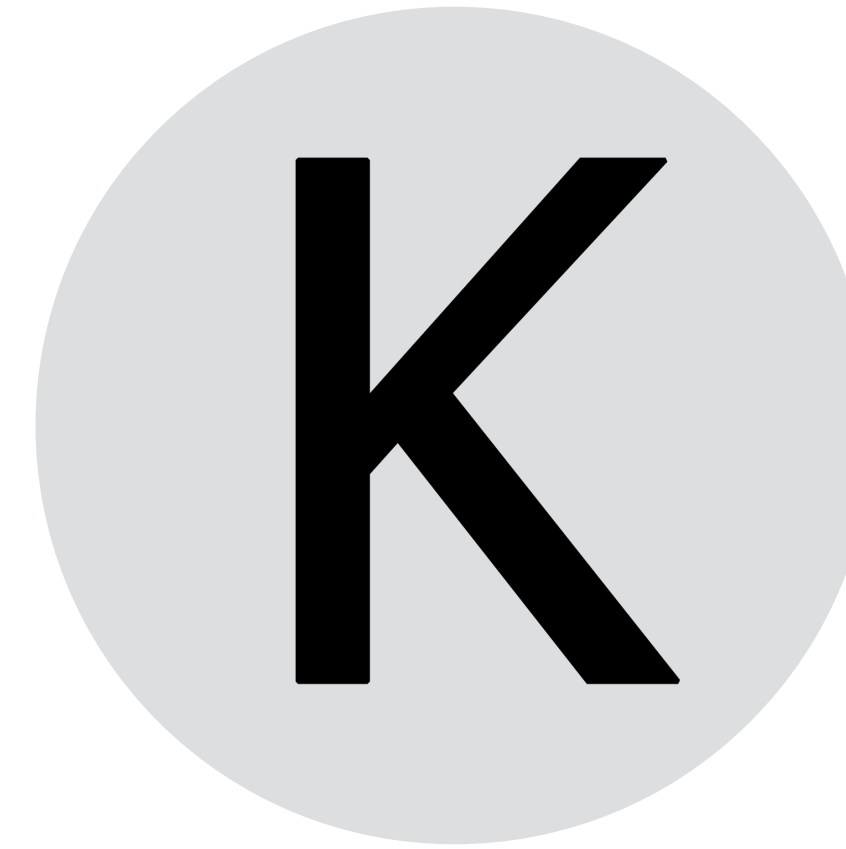
Modular /  
Building Blocks

+



Window

+



K Letterform



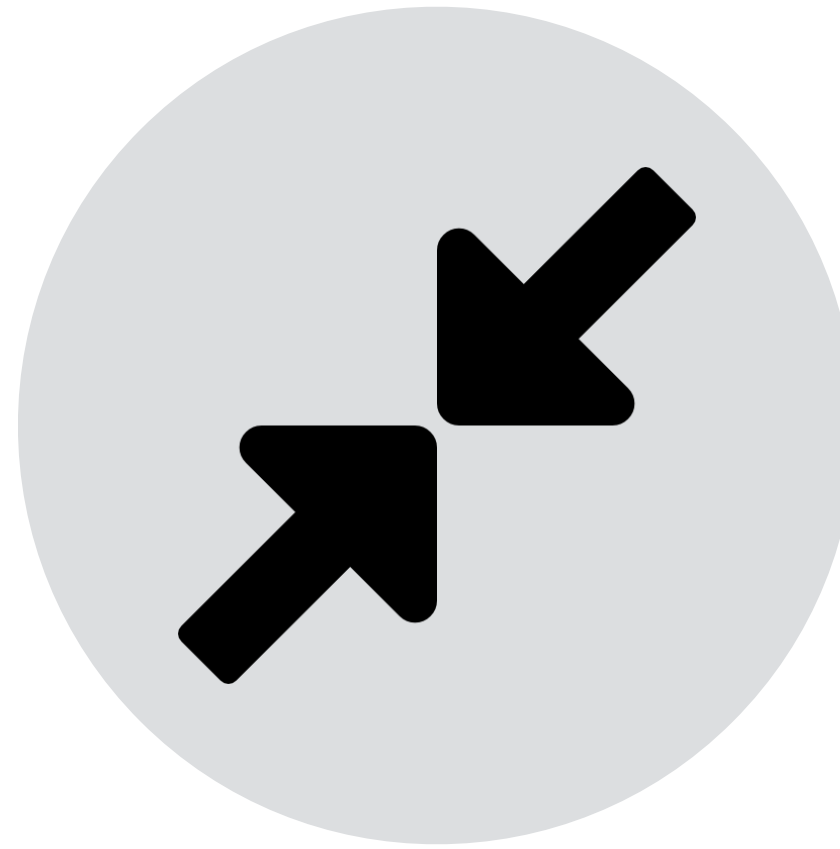
**KENDALL BANK**

# DESIGN 4



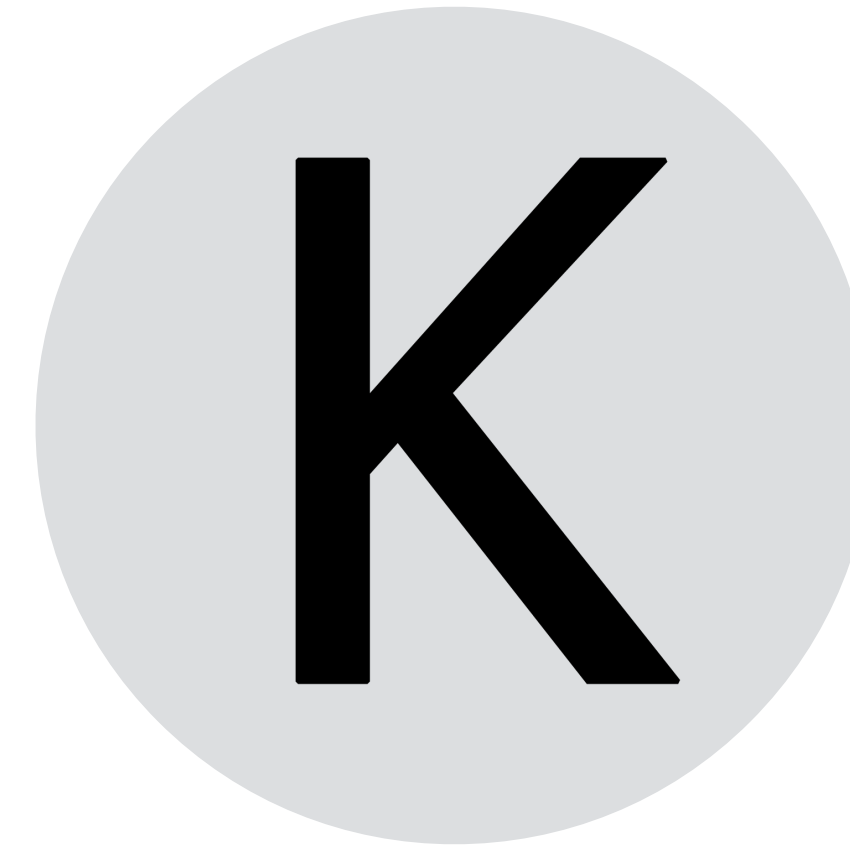
Energetic /  
Movement

+



Meeting /  
Converging Paths

+



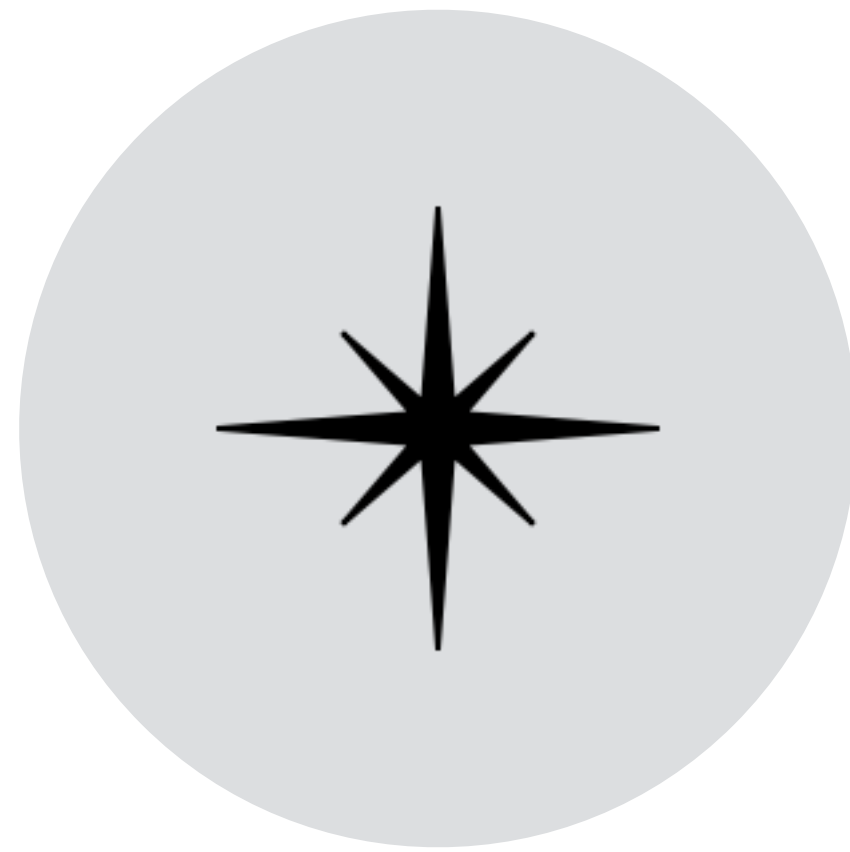
K Letterform



**Kendall Bank**

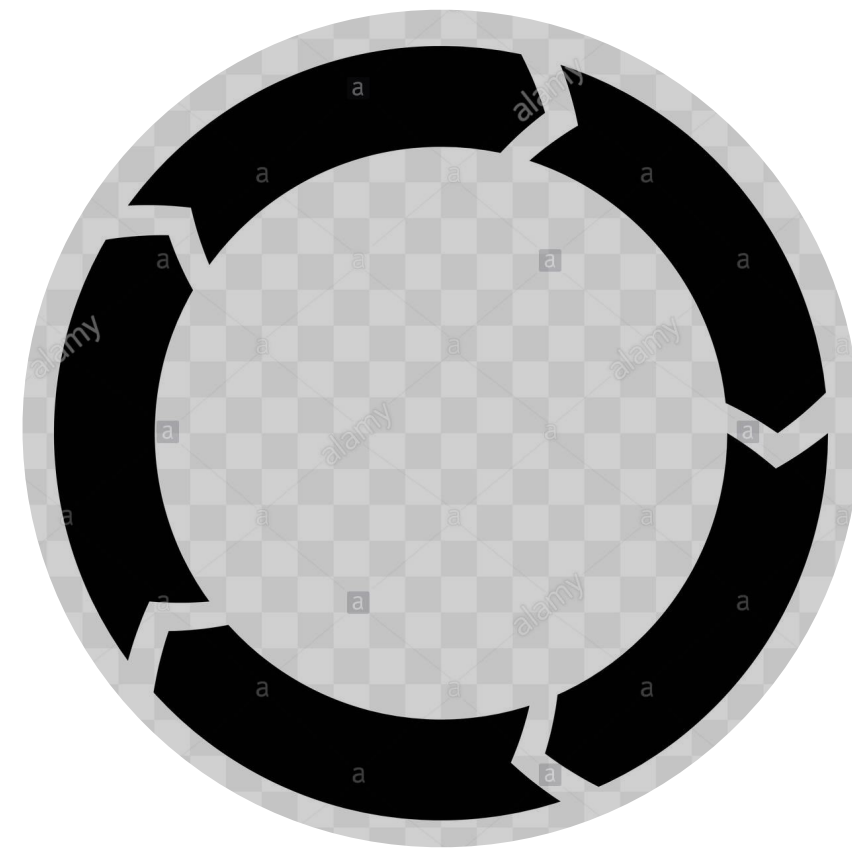


# DESIGN 5



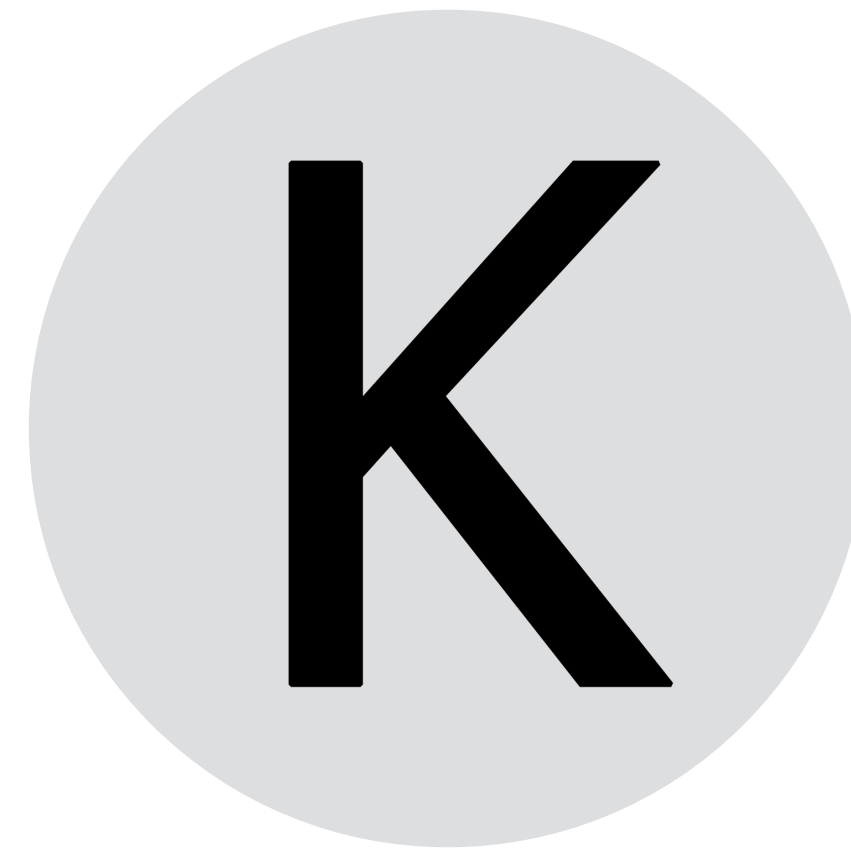
Light / Insight

+



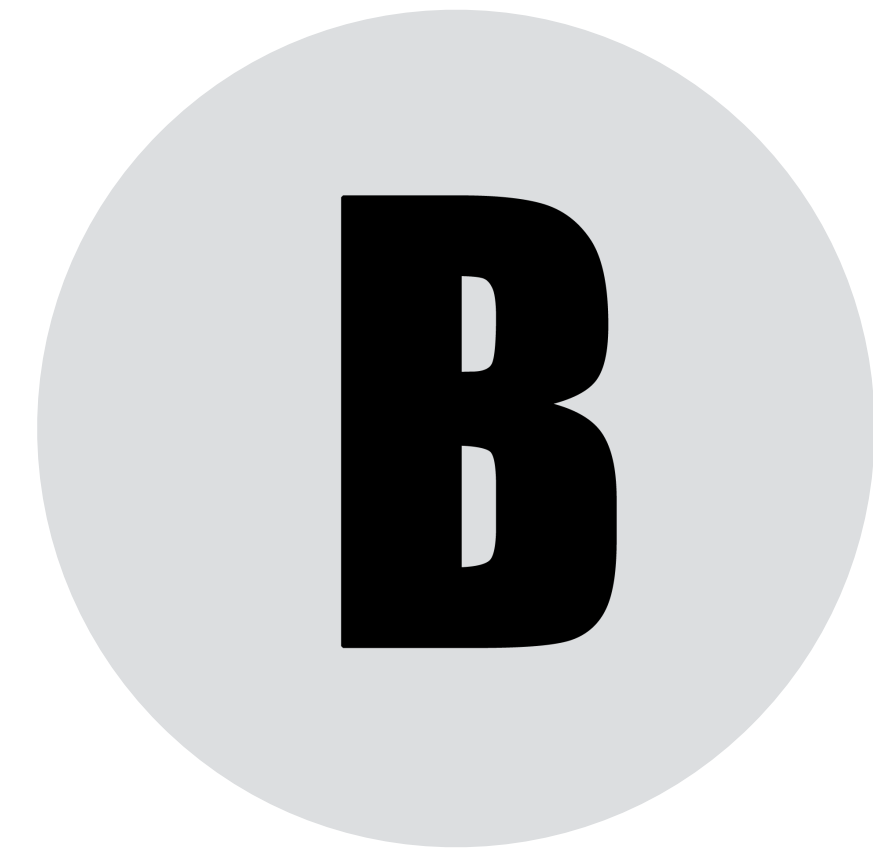
Comprehensive

+

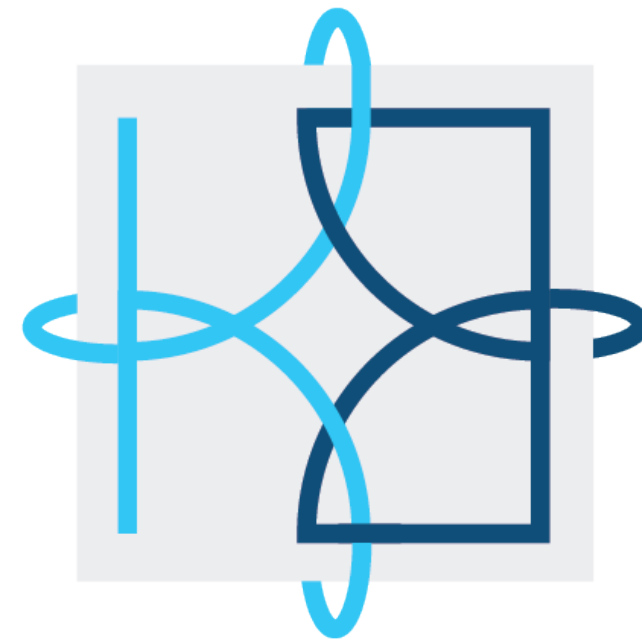


K Letterform

+



B Letterform



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**BANK**



1



2



3



4



5





**THANK YOU!**