



BRAND USE



BRANDING

Career Quest, an annual event organized by Virginia Career Works, increases middle schoolers' awareness of local career opportunities. The career fair showcases local businesses and career paths in an engaging, hands-on format for 7th and 8th graders.

Virginia Career Works reached out to us for a refreshed brand identity for the event that would appeal to stakeholders, business partners, government agencies, as well as the young attendees themselves.

ICON



LOGO VARIATION



FONT CHOICE

AVENIR NEXT LT PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

COLOR PALETTE

