CFA LOGO DESIGN
MATT - MICHAEL - JUNI - JAZMIN
MOOD BOARD

Words:
Expressive
Daring
Harmony
Discovery
Convergence
Problem-Solving
Progressive
Individuality
Connections
Communication
MATRICES – PROGRESSIVE & INDIVIDUALITY

Progressive

CFA

Individual

Coral

Urbanhouse

Duathlon

QLC

Twitter

Pinterest
MATRICES – CONVERGENCE & EXPRESSIVE

CFA

Convergence

Expressive

Camp Fire
Light the fire within

plate4plate

no enemy

Volunteering plus you
<table>
<thead>
<tr>
<th></th>
<th>People</th>
<th>Education</th>
<th>Religion</th>
<th>The Arts</th>
<th>Technology</th>
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</thead>
<tbody>
<tr>
<td>Expressive</td>
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<td>Individuality</td>
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**Logotype Chart**