



JOAT Allcomm Branding

JOAT (Jack Of All Trades) Allcomm was an independent telecommunications agent in need of a logo. From the array of initial concepts, the final strategy shown here uses a close facial cropping of a Jack playing card with the resulting negative space forming a red arrow that lends a “tech” aspect to the artwork. The self-contained box encapsulation gives the logo the flexibility to appear against any number of backgrounds with no modifications required.