



PRESENTATION DOCUMENT FOR
RCFR

david dunlop director

07476 887 743 | david@be-bold.co.uk | be-bold.co.uk

web design. video production. photography. graphic design. animation. print.

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CONCEPT 1
SAFE. POSITIVE. UPWARD.





CONCEPT 1
SAFE.
POSITIVE.
UPWARD.





CONCEPT 1
SAFE. POSITIVE.
UPWARD.



Rotheram
Carrington

Financial Recruitment 

The advertisement on the bus stop features a bar chart icon with three bars of increasing height. Below the chart, the company name 'Rotheram Carrington' is displayed in a large, bold font. Underneath the name, the text 'Financial Recruitment' is shown in a smaller font, followed by a small icon of an upward-pointing arrow.



CONCEPT 1
SAFE. POSITIVE.
UPWARD.





CONCEPT 1
SAFE. POSITIVE.
UPWARD.





THE THEORY

The challenge was making “Rotheram Carrington Financial Recruitment” not feel too long or wordy.

By dividing the RC from the FR - keeping them separate, we have achieved this. The graphs - steps design was inspired by the financial sector - recruitment process for a candidate. The graphs/steps go from bottom left - top right and with the message being “improvement” or “progress”.

Can be portrayed as a graph or steps linking it to both finance and recruitment.

Kept the colours orange with greys as per initial website design.



**Rotheram
Carrington**
Financial Recruitment 

We've used a strong and bold sans serif font with an upward pointing arrow.

CONCEPT 2

SIMPLE. PRECISE. MEMORABLE.





CONCEPT 2
SIMPLE.
PRECISE.
MEMORABLE.

A silver laptop is open on a dark wooden desk. The screen displays the logo for Rotheram + Carrington Financial Recruitment. The logo consists of the word 'ROTHERAM' in orange, '+ CARRINGTON' in dark blue, and 'FINANCIAL RECRUITMENT' in dark blue below a horizontal line. In the background, a spiral notebook and a lamp are visible on the desk.

ROTHERAM
+ CARRINGTON
FINANCIAL RECRUITMENT



CONCEPT 2
SIMPLE.
PRECISE.
MEMORABLE.

ROOTHERAM
+ CARRINGTON
FINANCIAL RECRUITMENT





CONCEPT 2
SIMPLE.
PRECISE.
MEMORABLE.

ROTHRAM
CARRINGTON
FINANCIAL RECRUITMENT

ROTHRAM
+ CARRINGTON
FINANCIAL RECRUITMENT

+44 (0) 123 456 7890
info@rcfr.com
rcfr.com

ROTHRAM
+ CARRINGTON
FINANCIAL RECRUITMENT

ROTHE
+ CARRIN
FINANCIAL RE

+44 (0) 123
info@
rc

ROTHRAM
CARRINGTON
FINANCIAL RECRUITMENT

+44 (0) 123 456 7890
info@rcfr.com
rcfr.com

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rcfr.com

+
F



CONCEPT 2
SIMPLE.
PRECISE.
MEMORABLE.

ROtherAM
+ CARRINGTON

FINANCIAL RECRUITMENT



THE THEORY

The idea in this logo is using long addition (a long forgotten skill). We have Rotheram + Carrington = Financial Recruitment. A simple idea, but one that works really well.

I tried adding more to the logo but it made it look cluttered and too busy. With this logo, we've got a brand that is on spec and looks classy.

Right aligned the "ROTHERAM" above "CARRINGTON" - looks visually good on the eye.

Simple "+" idea with "Financial Recruitment" sitting in the answer field (=).

ROTHERAM
+ CARRINGTON
FINANCIAL RECRUITMENT

The use of a strong sans serif type face offers a precise and bold representation of the company.

CONCEPT 3
EDGY. ABSTRACT. MODERN.





CONCEPT 3
EDGY.
ABSTRACT.
MODERN.





CONCEPT 3
EDGY.
ABSTRACT.
MODERN.





CONCEPT 3
EDGY.
ABSTRACT.
MODERN.





CONCEPT 3
EDGY.
ABSTRACT.
MODERN.





THE THEORY

This logo design is inspired by the positive shapes of arrows and mountains. We've got x5 arrows pointing upwards and I've created an abstract mountain range to use the metaphor "climbing to the top".

A more "out there" logo, it's been designed to make you think more about it. The arrows give you a positive feeling, whilst they also portray progression, growth and challenges.

The x3 grey triangles have been designed as an abstract mountain range. The lighter grey sky has been cut out to form an upward pointing arrow.



A big, strong arrow - the initial impression is to see a positive arrow shape and then the eyes are drawn to the other shapes within the design.

Strong sans serif font has been used and the Financial Recruitment is sitting within the "=" sign.



T H A N K S .

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