



concept 1

RUC
west

concept 2

**RUC
WEST**

concept 3

A logo concept for RUC West. It features a stylized icon on the left composed of a yellow triangle pointing right and a red shape that resembles a stylized 'R' or a curved arrow. To the right of the icon, the letters 'RUC' are in a bold, black, sans-serif font, and 'WEST' is in a red, italicized, sans-serif font.

RUC*WEST*

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RUC
WEST

concept 4



concept 5



concept 6



concept 1



concept 2



concept 3



concept 4



concept 5



concept 6