

Finding the Right Look for USA Inc.

Designer Drea Zlanabtnig was given the task of coming up with the perfect logo for the fictional USA Inc. A peek inside her sketchbook.



THE WINNER!



Refreshed America

Jumping off of the seals used by federal agencies, Zlanabtnig made a few clever tweaks to meet the needs of a modern multinational.

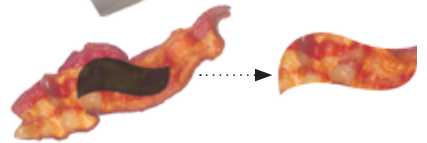


Top of the World

Inspired by the satirical 2004 film *Team America*, Zlanabtnig conveys USA Inc.'s corporate exceptionalism.



Toothpaste stripes reminded the designer of a flowing American flag.



America the Consumable

Moved by toothpaste and bacon, the designer tried a consumer-friendly logo in a font called Frankfurter.

Bland enough to meet any corporation's needs



ACME America

Intentionally banal, this logo reveals nothing about the company itself, other than it's in business.



Aggressive America

Zlanabtnig focused on the strong triangular shape of a fighter jet's nose and used angular type to create the logo of a company on the warpath.



Vintage America

Retro airline pins conjure up memories of a soaring past. The wings recall the traditional American eagle, while their repetition creates an abstraction of the American flag.



Defensive America

Echoing the NFL's iconic logo, this design puts the stars and stripes forward, while the shield shape emphasizes strength and security.