

A DIGITAL COMMUNICATIONS AGENCY

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## JEFF GORDON

**Situation:** How do you make the image?

**Creative Tool:** Trademark Design

**Impact:** We feel fortunate to work with Jeff Gordon. His team understands the power of a brand. Our job was to put together a brand image that would be apart from his racing image but also capture the winning tradition of his name. We focused on classic fonts and a strong icon. He now has the image to pursue new products for licensing and distribution.

To learn more about Zanzico and the services that we offer, please contact us today.