

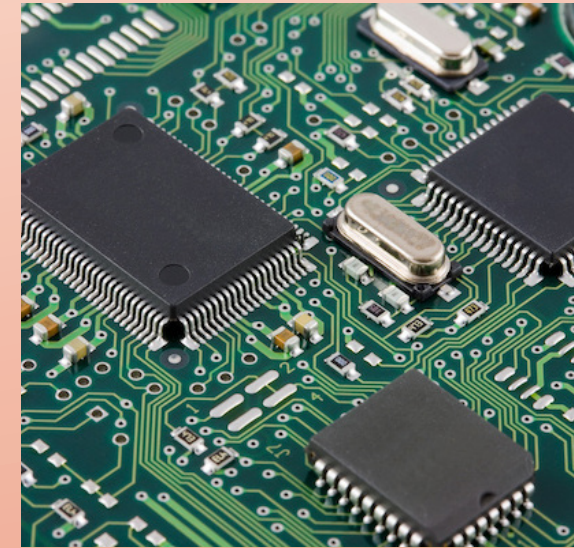


Welcome to Bark Plug! This cutting-edge AI chat application is designed to cater specifically to students at Mississippi State University. This innovative app integrates advanced artificial intelligence to provide a personalized and efficient chat experience. We set out to infuse BarkPlug's brand identity with a sense of enjoyment while paying homage to the world of technology. Moreover, our intention was to instill a profound sense of community, and to achieve this, we crafted our logo inspired by the iconic drill field on campus where many students forge meaningful connections.

# Logo Building Blocks



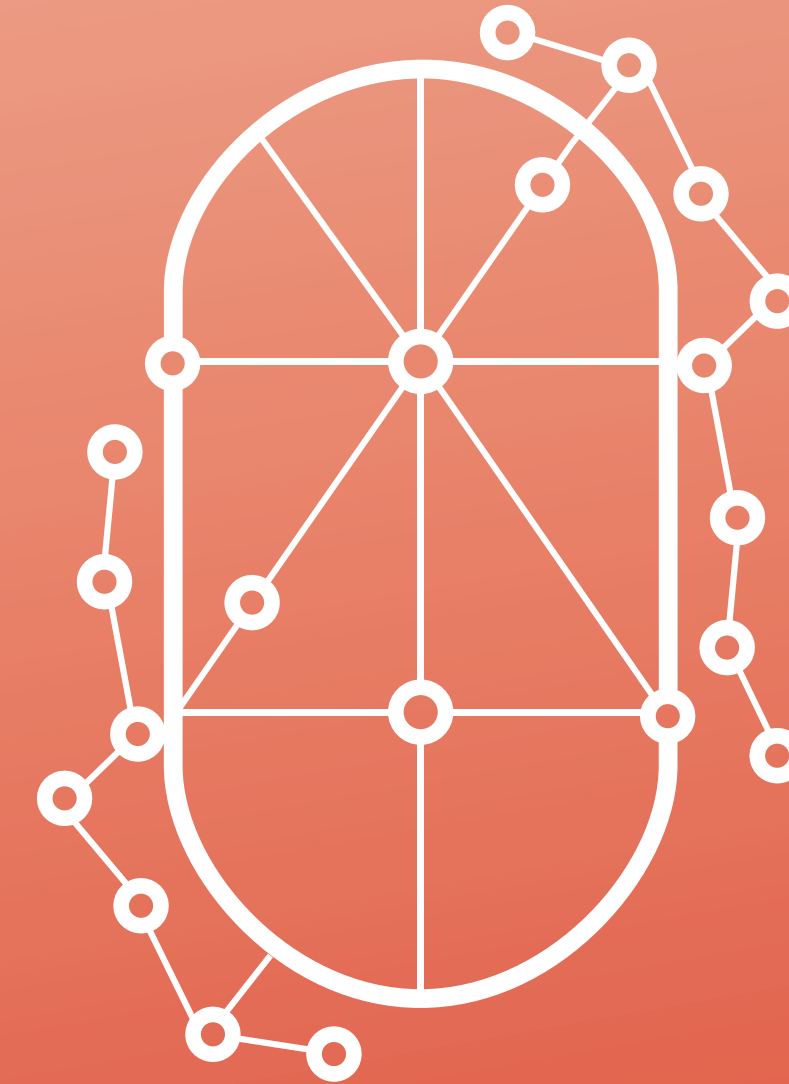
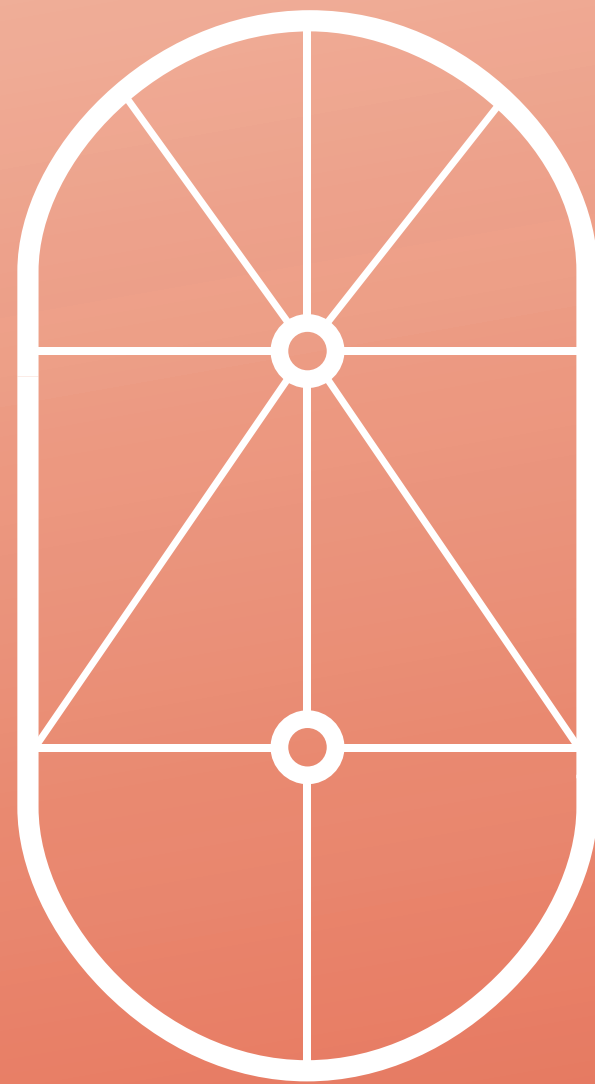
**Drill Field**  
Heart of Campus



**Circuit Board**  
Technology & Connection



**Final Logo**  
Connecting Students





First Iteration

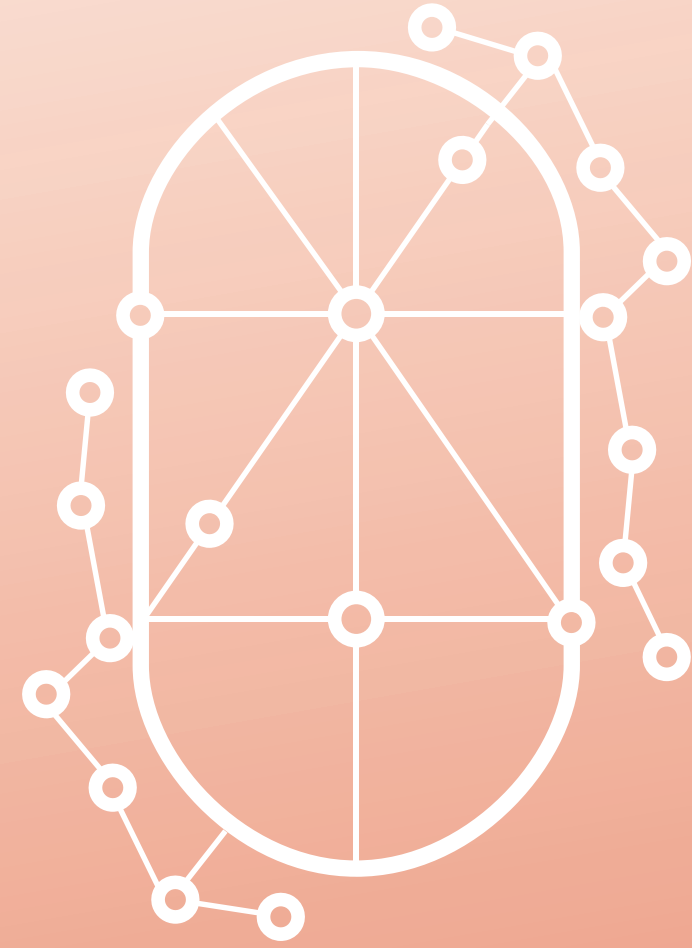


Second Iteration

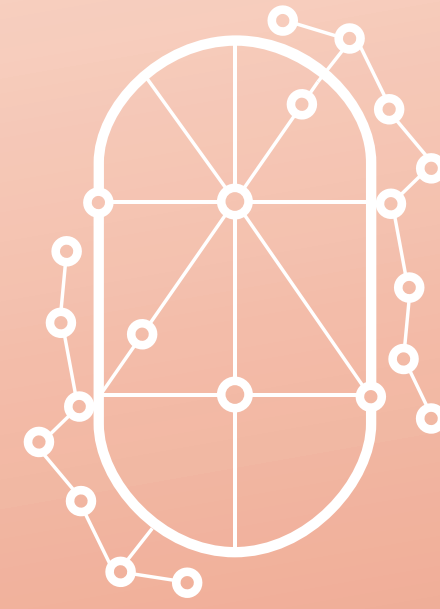


Final Iteration

# Logo Variations

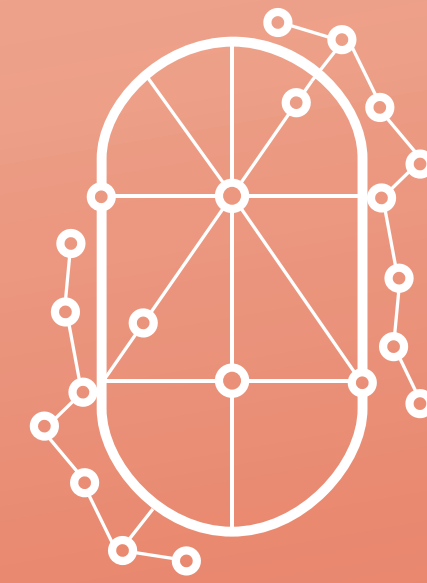


BAR  
K  
PLUG

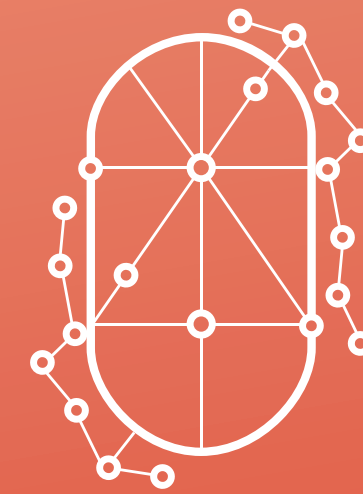


BAR  
K  
PLUG

BAR  
K  
PLUG



BAR  
K  
PLUG





#dc493c

#f2ada7

#ffffff

#fff5ea

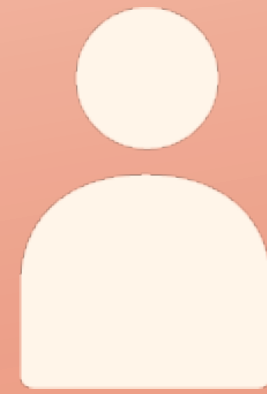
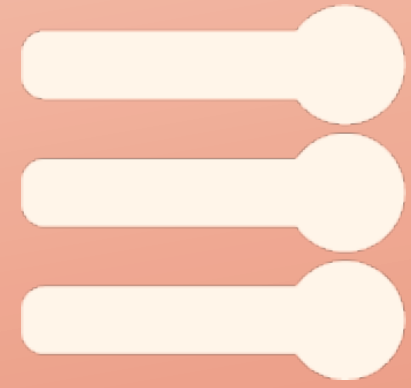
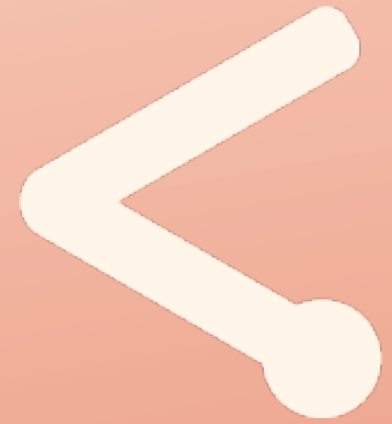
## Montserrat Alternates (Regular)

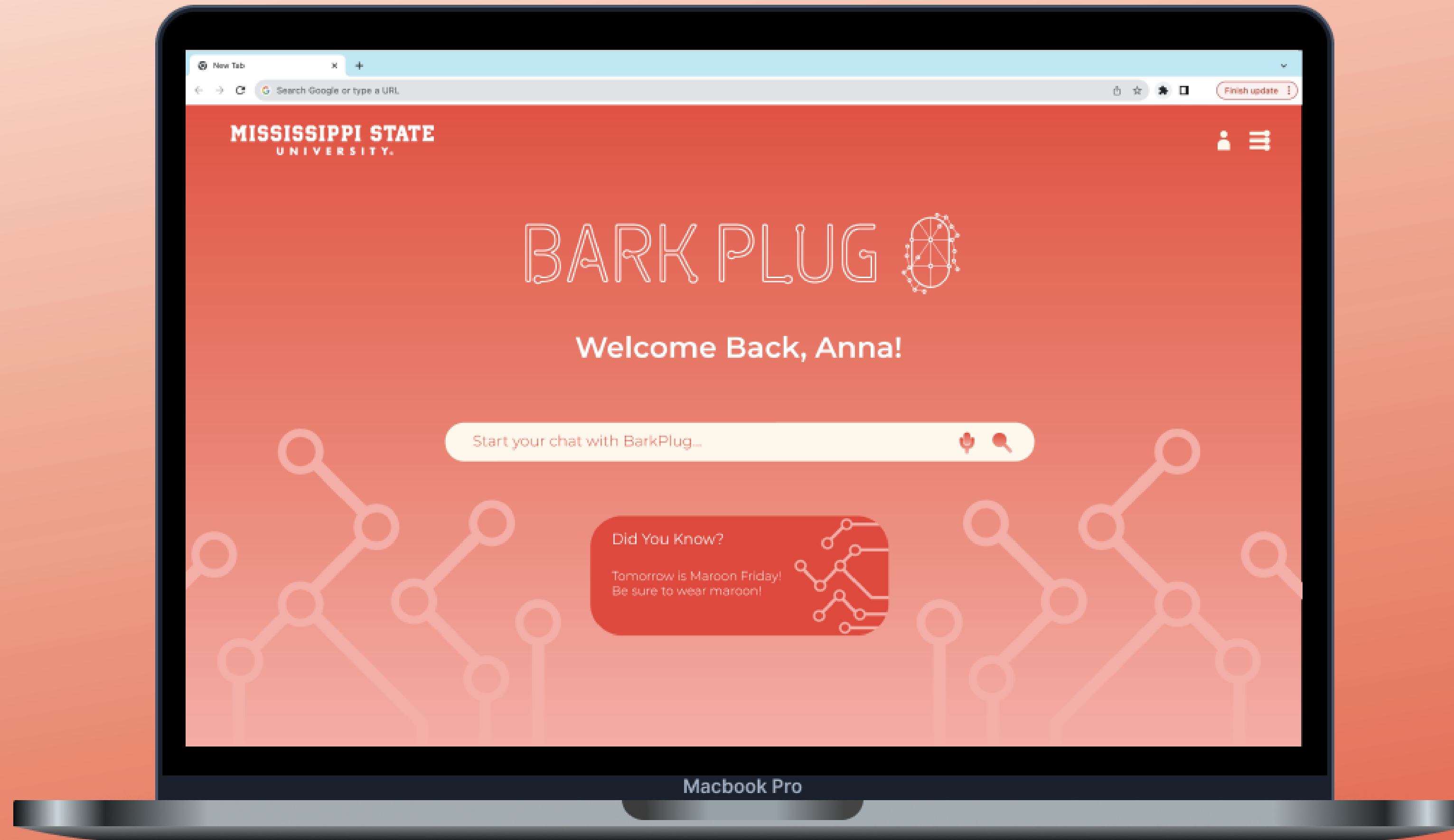
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ! " @ # \$ % & \* ( )

## Montserrat Alternates Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ! " @ # \$ % & \* ( )

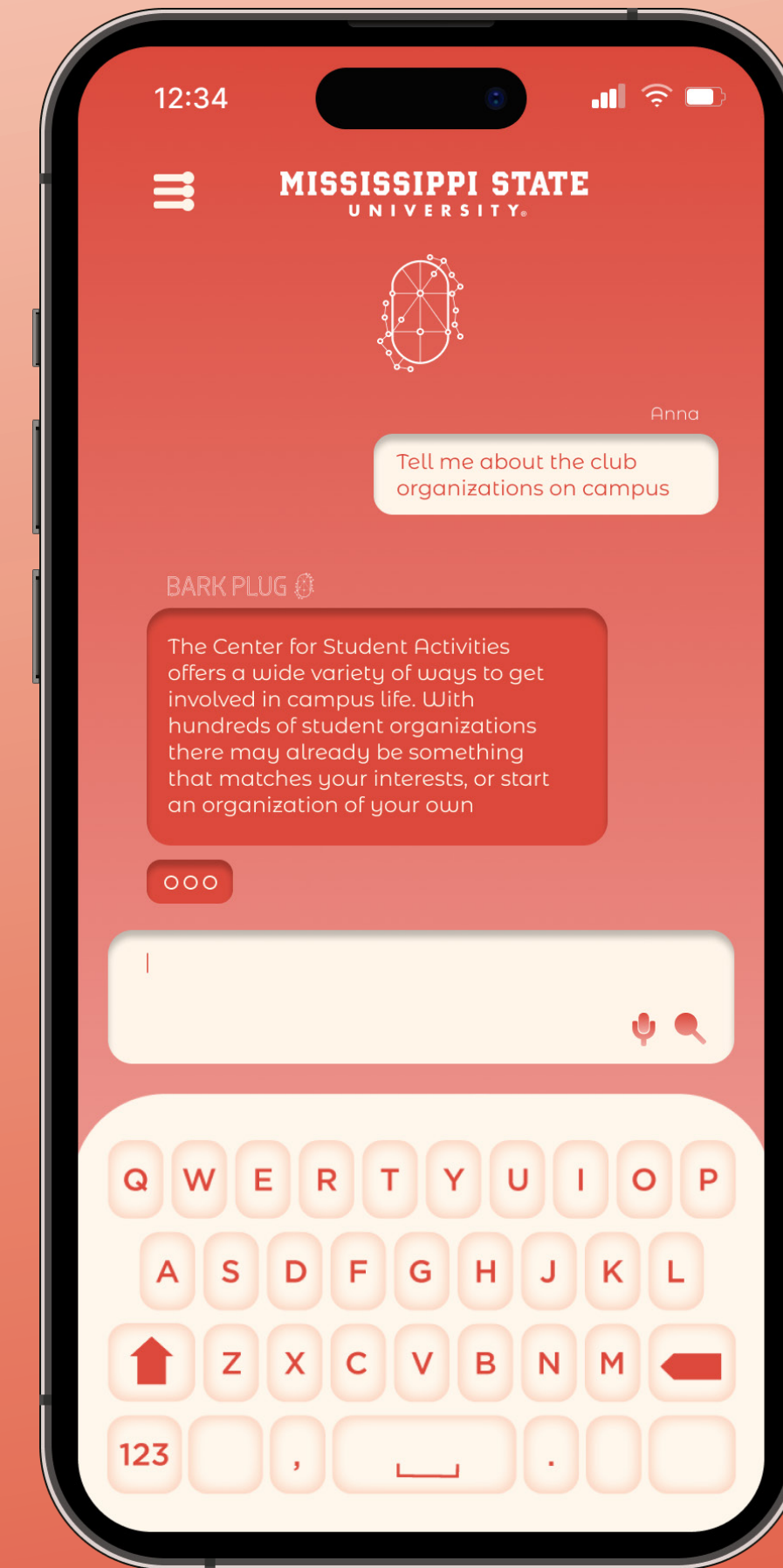
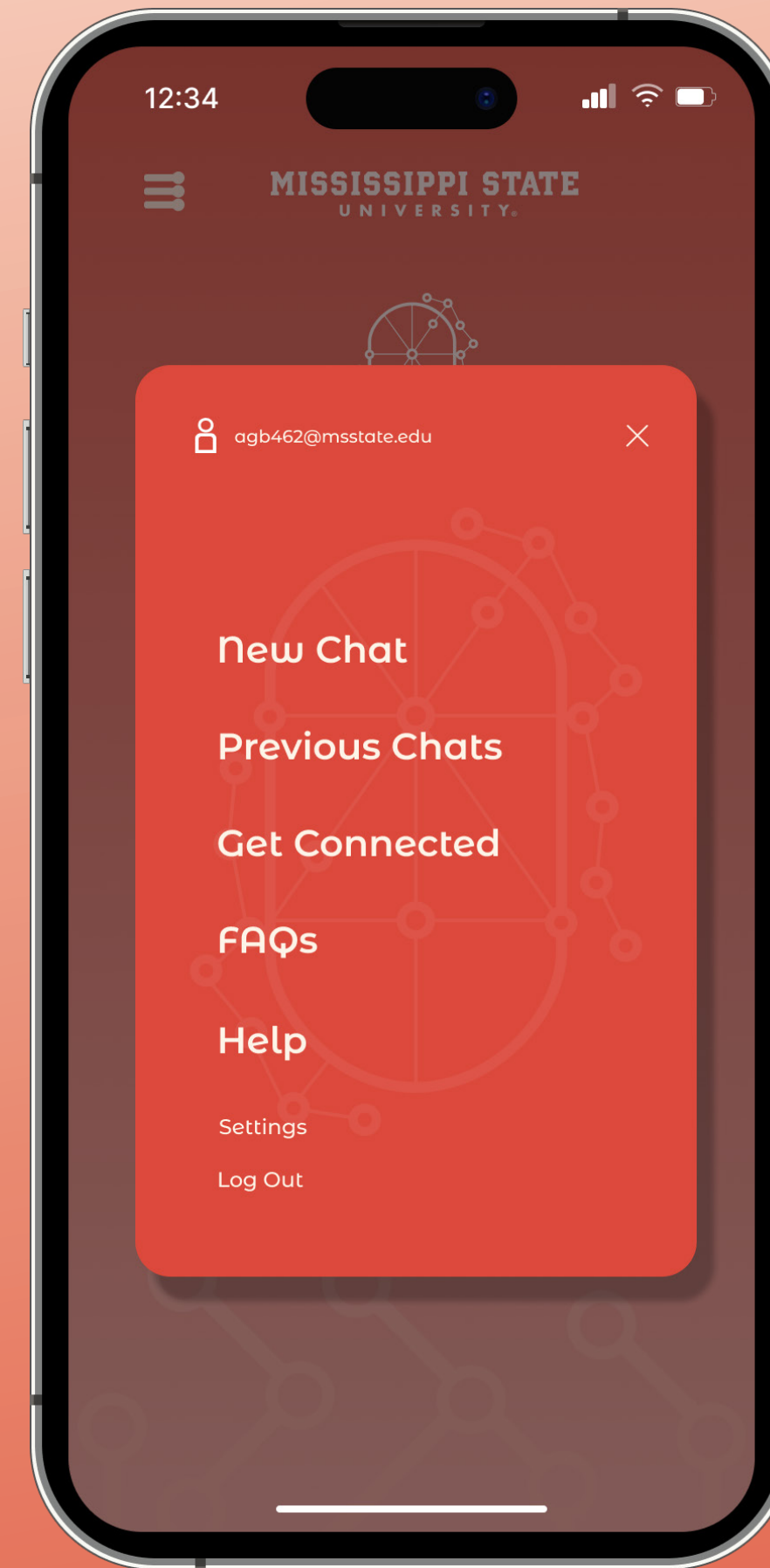
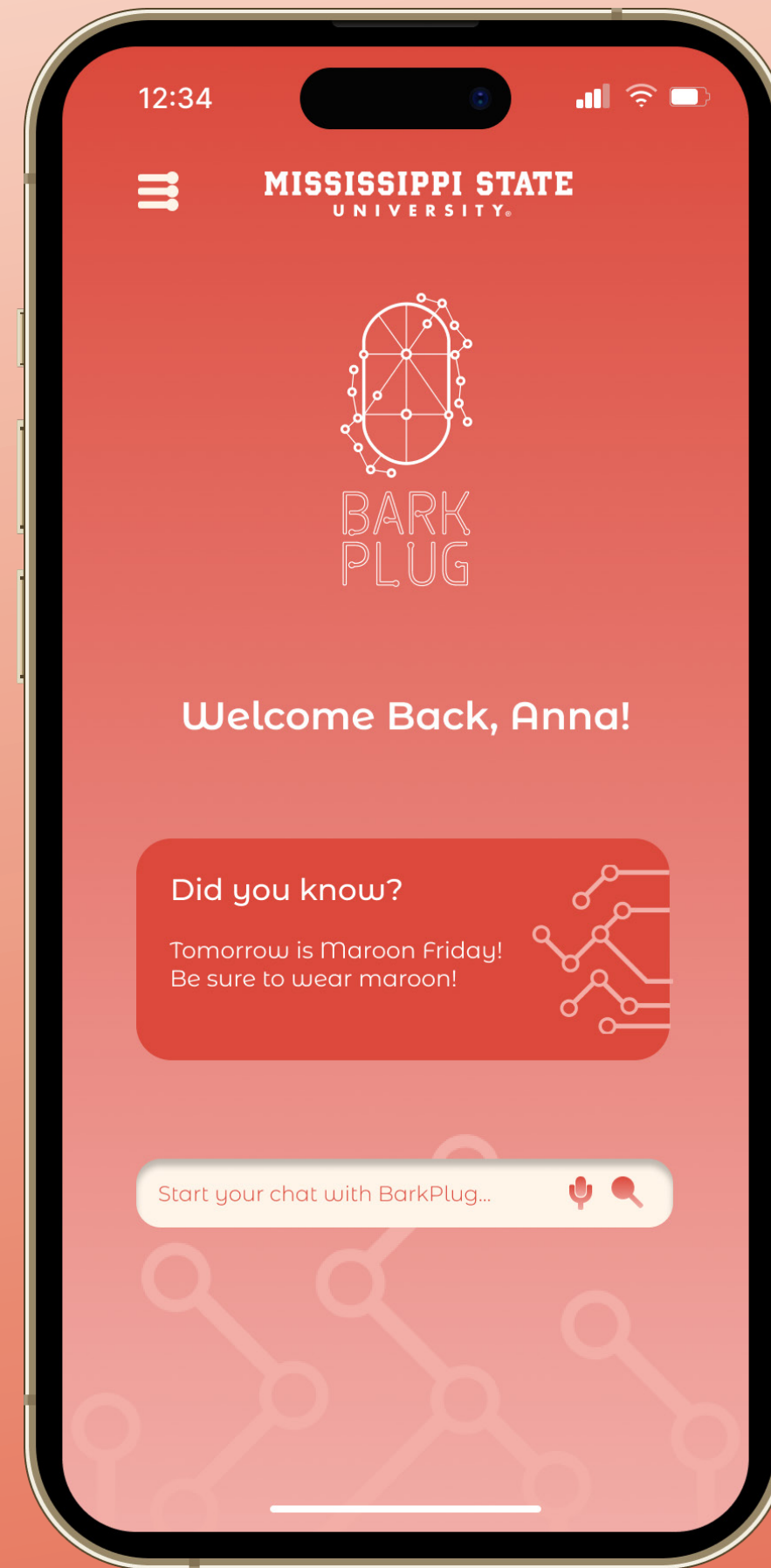




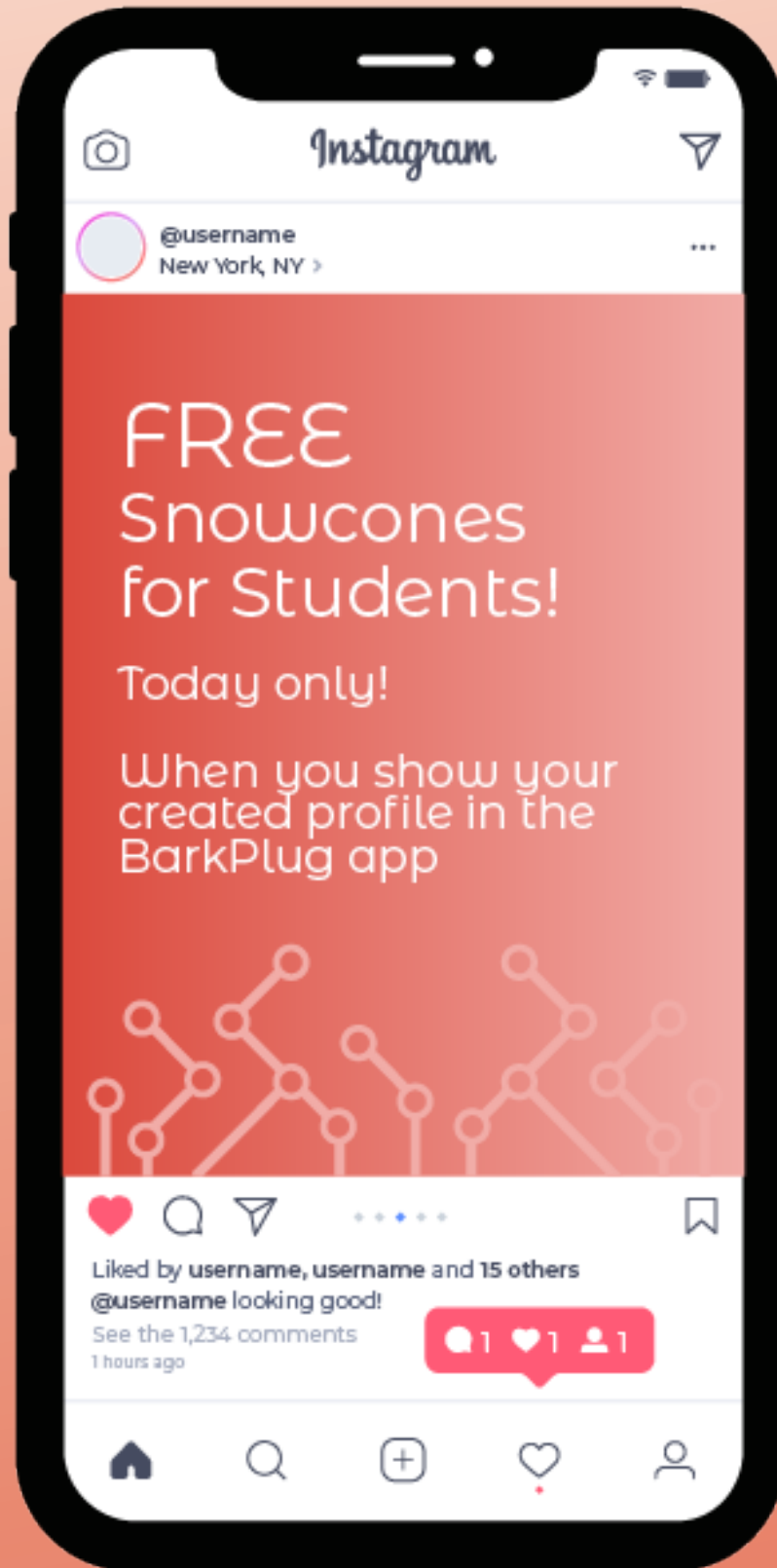




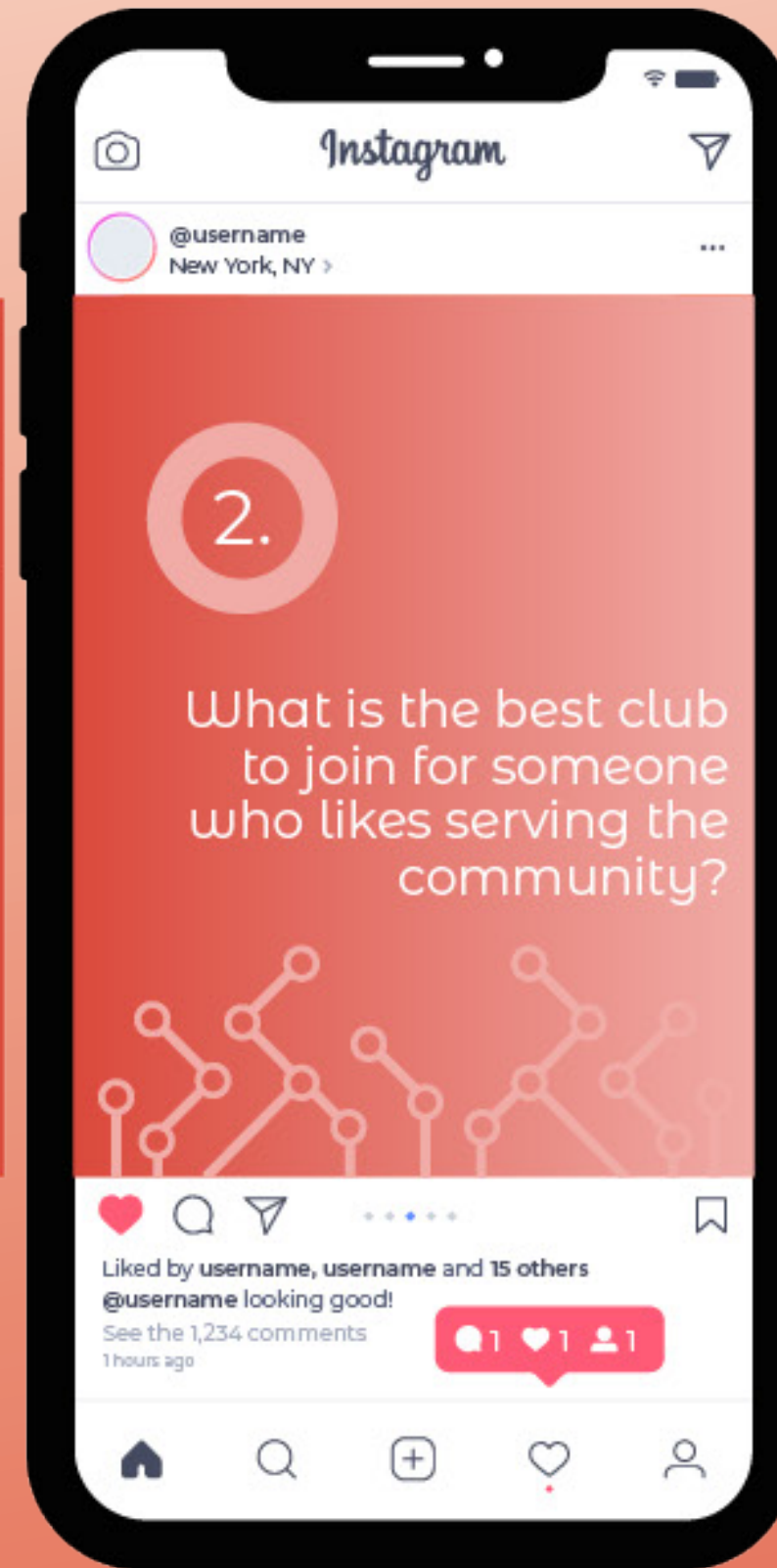
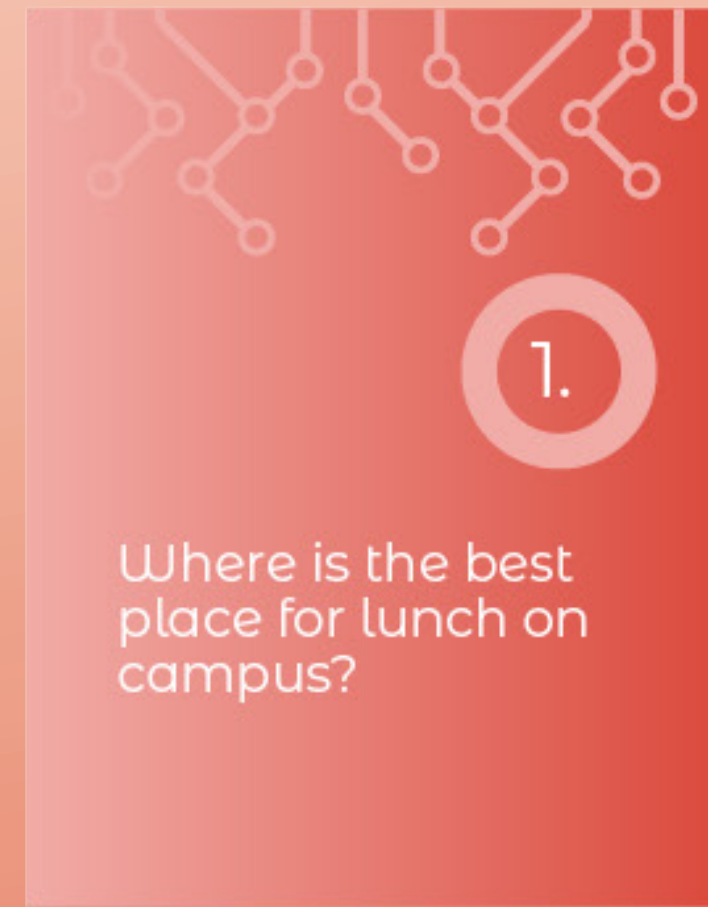
# Mobile Mockup

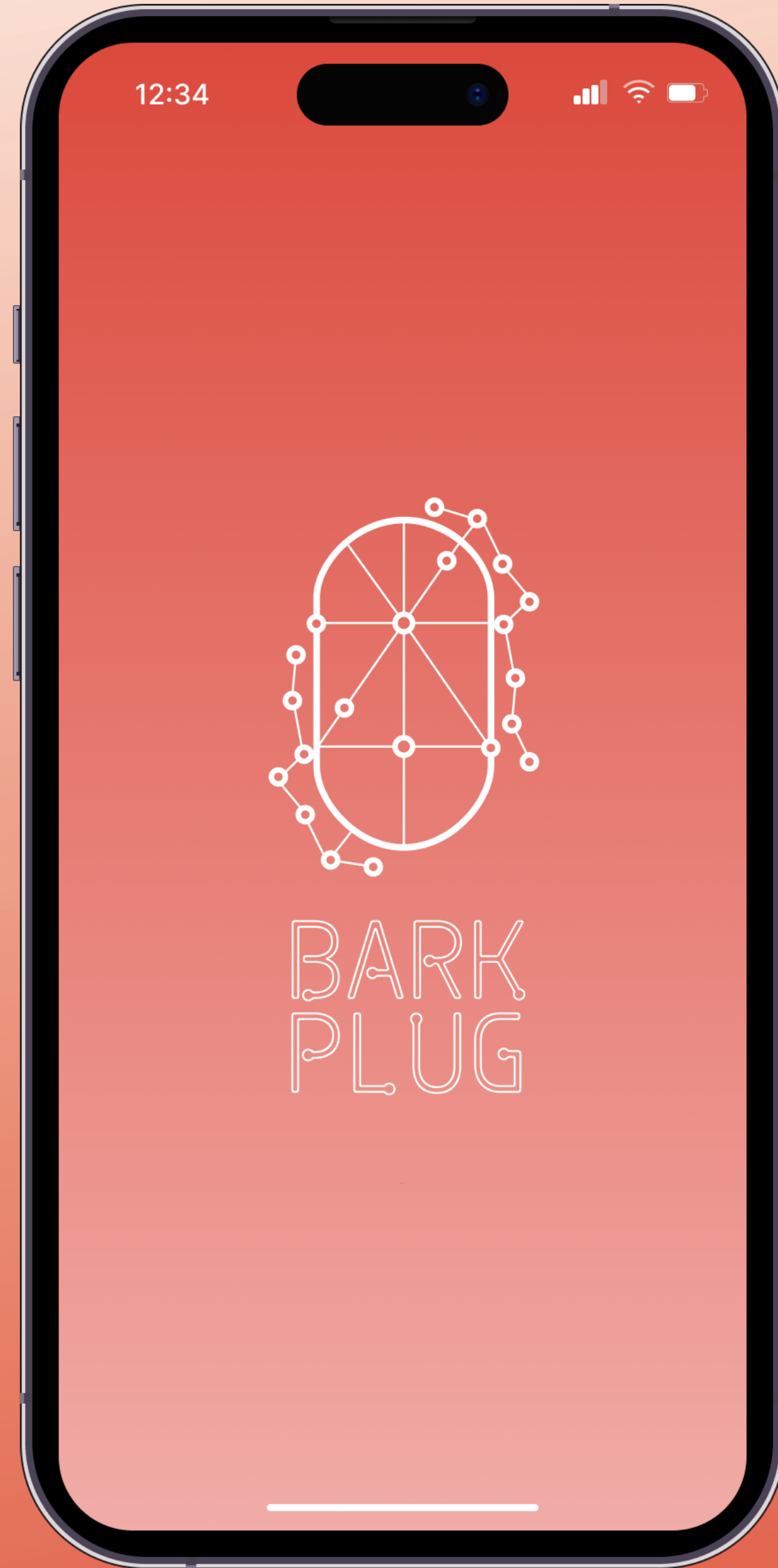


# Social Media Assets



# Social Media Assets





# Q&A

