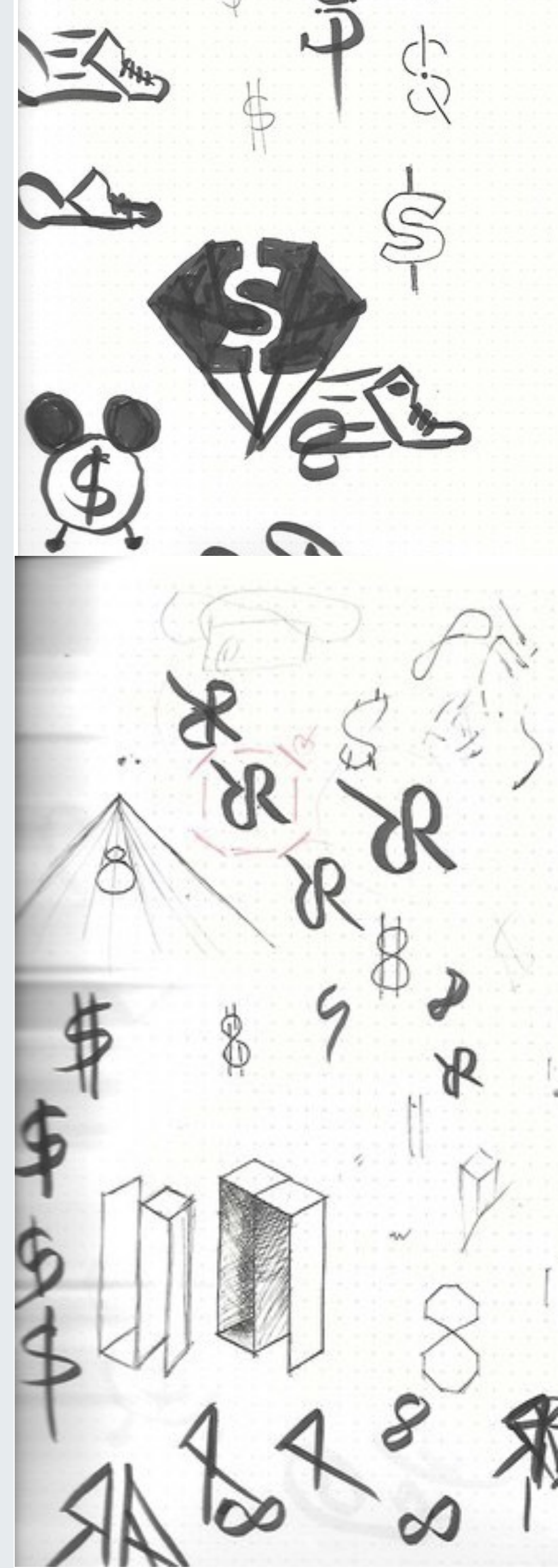


# Residuals/ReRun2

Logo Concepts/Sketches

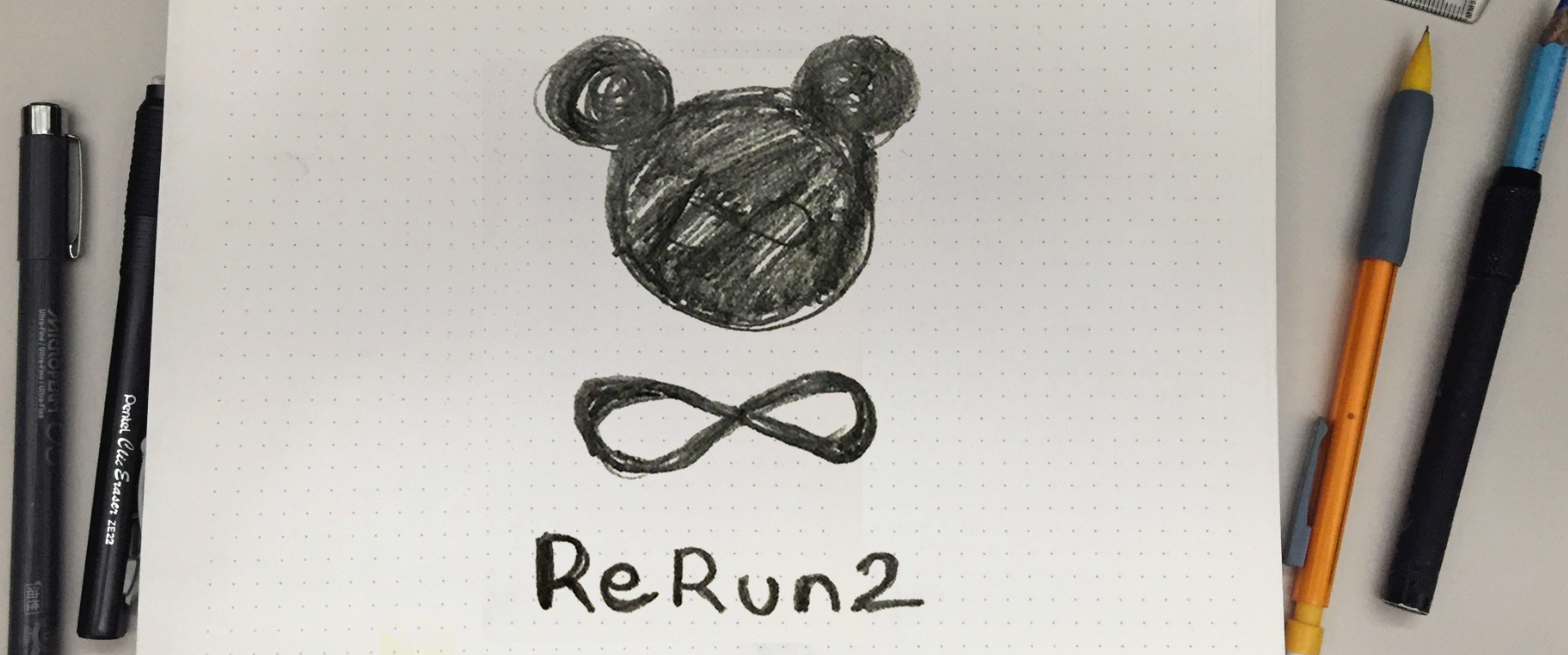
# Word Association

The associations between words must be obvious and related to, the usual "first word that comes to mind," which can often require explaining to see how it is connected with the previous word.



# Emotional Take-Aways

Eternal, Evolving, Complicated, Challenging,  
Timely, Monetary



## Infinity - Concept 1

- Concept of infinity — Metaphor for a “forever” symbol, capable of standing at times of challenges
- Abstract representation of the ever-changing Residuals payments system
- Mickey symbol above the infinity sign (on brand)



## Infinity - Concept 2

- Concept of infinity — Metaphor for “forever in time.”
- Infinity loop symbol with Mickey and Minnie on both ends
- 2 Disney characters symbolize ReRun “2” and teamwork association



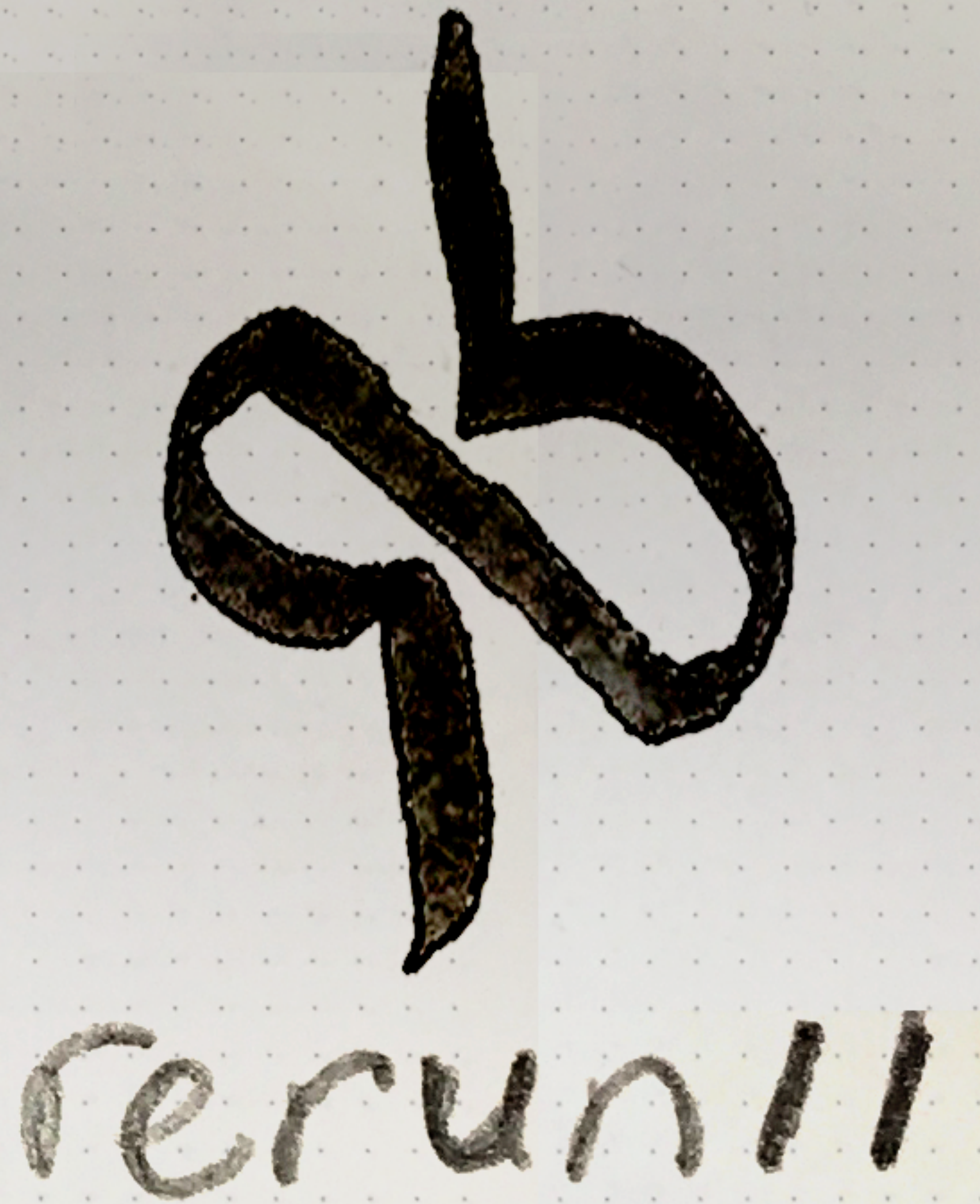
rerun!!!

## Money and time - Concept 3

- An abstract “\$” symbol as a representation of money
- Concept of a Mickey shape alarm clock — Metaphor for payments in time at deadline
- Representation of Residuals is a timely payments system

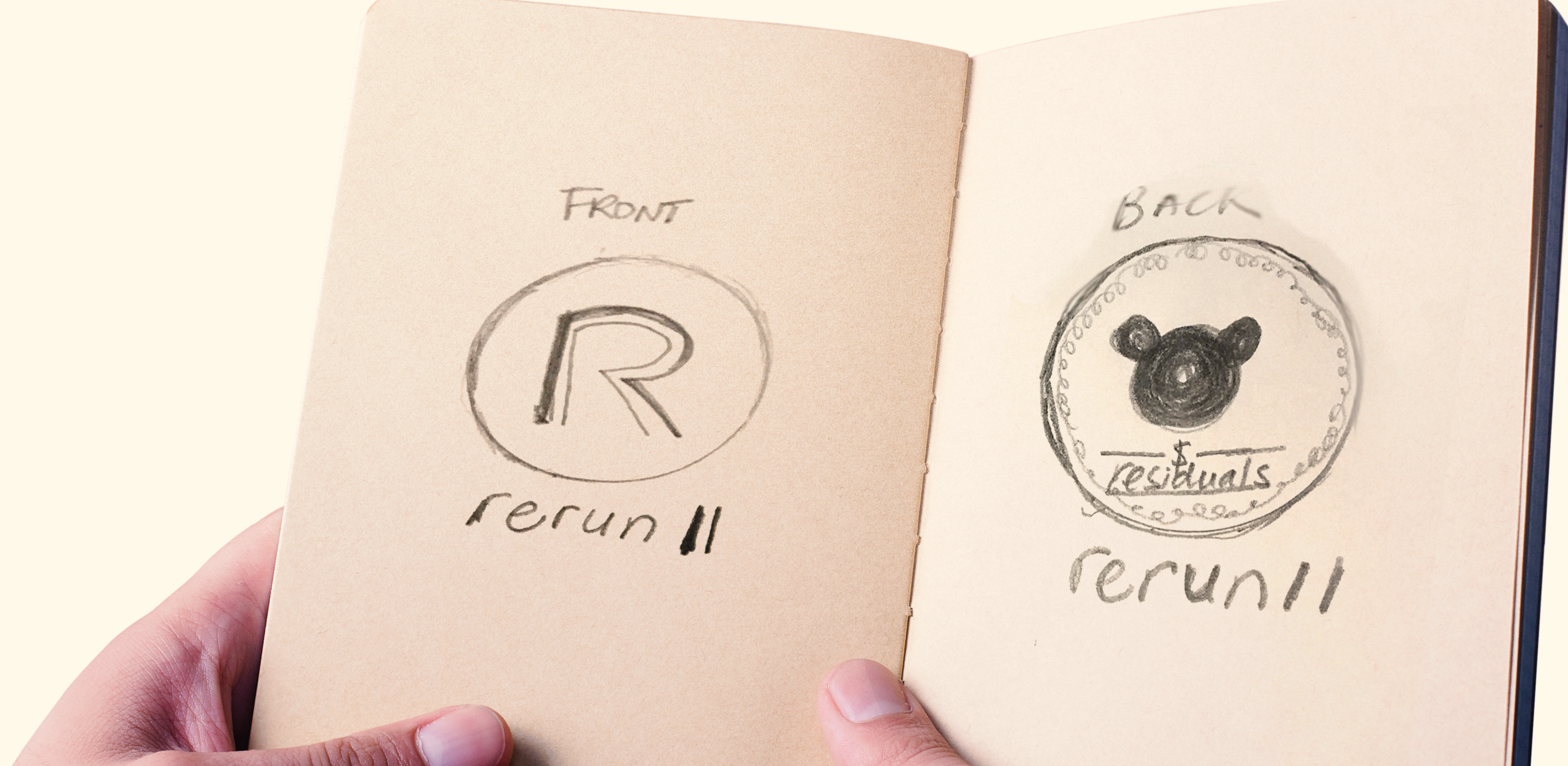






## Residuals/ReRun2 - Concept 5

- More literal representation of the Residuals' initial "R"
- Association with infinity concept, sense of "forever in time."
- The R that never ends



## Residuals/ReRun2 - Concept 6

- Abstract Mickey emblem coin as a visualization of Residuals money
- More literal representation of the Residuals' initial "R"
- 2 Rs with one R covers another R; association of ReRun "2"



Thank You