



Ridgeware
INCORPORATED
Decaf

Ridgeware
INCORPORATED
Webskins

Ridgeware
INCORPORATED
Sckema

Just playing here. Came to the conclusion that the Ridgeware font is too limited (words like Sckema and Webskins don't look good) and too trendy (need a classic font).

Ridge
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Ridge
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Webskins

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Sckema

Ridge
Ware

Decaf

The JCPenney look. Clean, modern, classic. Just playing.

Ridge
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Ridge
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Webskins

Ridge
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Sckema

Ridge
ware

Decaf

Futura. Classic, timeless, clean. I love the way Ridgeware looks in this font. Still playing

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This is one of my top two favorites. I really like the way that the little triangle in the logo conjures up ridge imagery. I love the way the words look in the Future font. I really like this coffee mug, because the simple line work has a hint of the Java logo, but is distinctively different (more coffee cup art on the last page).

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A variation using a different illustration style.



Playing around with the "k" highlighted. I don't like this idea, too contrived and limiting.

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This is a somewhat trendy font: Meta. Amazon.com uses it, and it is in vogue with a lot of “soft” brands like fashion companies. I kind of like it, at least for a totally different look to keep the others in perspective.



Meta font again, with different color palette and illustration style. There's something intriguing about the finger painting illustration style.



This is the other one in my top two. I tweaked the original RW color palette slightly. I really like the boldness of this timeless font: Franklin Gothic.



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