14 letter Street
Darwin NT 0800

Monday 12/02/2024

Ken Kalashnikov

GPO Box 442
Darwin NT 0800

Dear Mr Ken

New logo, Instagram advertisement, and Twitter banner for KK Racing

Hi Ken, I'm writing to present the finished logo, advertisement, and Twitter banner. I'm Flynn and I have created the logo, twitter banner, and an Instagram advertisement you requested. I have created all three images to perfectly fit their desired applications.

The first image you requested be made was the logo, the logo has dimensions of 1000 x 1000 that can be downscaled to fit on an image or used as a profile picture. The Logo uses a PNG image format so that it can show any image through or underneath it if chosen to do so. The design features two colors, first, a green and blue gradient that closely resembles the color of your car, and second, black to convey power, and strength. Most big supercar brands use simplistic logos with 1 or 2 colors so the design of the logo can remain simplistic and become memorable. The layout of the logo incorporates features like other super car brands, by placing the KK on top of one another your brand can stand out as its own brand while still fitting in with other big and small brands.

The Second image is a twitter banner that has a resolution of 1500 x 500 (1500 x 500 is the size an image must be to fit onto a twitter banner). The twitter banner features a 2024 Corvette E-RAY, a new car that peaks car enthusiasts' interests and likes. This car was captured driving over The Grand Puente, a bridge that is known to many racers and driving enthusiasts. The combination of the new Corvette and an incredible looking location, many racing fans or drivers will be attracted to your KK Racings profile and what your company will represent.

The third image is an Instagram story advertisement which features the same corvette used in the Twitter banner, the large underground tunnel that drivers pass through before crossing The Grand Puette, and text reading, “Racing towards a better future”. The text used in the advertisement is used by many environmental companies, this can attract people to your company as they may see it as a company that works towards “a brighter future” and works for the environment.

I believe this logo, advertisement, and twitter banner will benefit you in making a name for your brand and will set KK racing up for a successful future as a motorsport company. If you have any questions or wish to contact me back regarding changes to these images feel free to do so.

Yours Sincerely



Flynn Robbins

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