



The new Rudden logo leverages the heritage strengths of the R.J. Rudden Associates brand name linking them to a contemporary mark that strongly communicates strategic attributes.

The logo mark combines two celestial shapes - the crescent and sphere. The crescent is symbolic of rebirth, growth and achievement – the crescent moon, build to a crescendo, reach the crest. The sphere is symbolic of knowledge, influence, and energy – the universe, global impact, the sun's energy. These two symbolic shapes combine to form a stylized comet, itself a celestial shape symbolic of motion, energy and strength.

The text treatment of the R.J. Rudden Associates brand name leverages the strength of the R.J. Rudden characters to endorse a foundation treatment of the word Associates. All are linked by color to the images communicated by the Mark.

In total, the Rudden logo communicates the strategic attributes of: a heritage name, growth, achievement, knowledge, influence, energy and strength.