

letterhead



card



credit block



designer's footnote

Here is one possible solution to the internal space problem presented by version AE_4A. This encloses the mark, and creates the impression of a seal or hallmark, which in turn evokes a sensation of quality. The A and the E of the mark appear delicately

balanced within the blue space, but their multiple points of contact also denote rigidity & stability. This also allows the word "Entertainment" to be rendered at a larger relative size, making it more readable when small.