

The logo consists of the word "Laddawn" in a white, rounded, sans-serif font. The letter 'a' has a small loop at the top. The word is centered within a purple rounded rectangle.

Laddawn

Meet our new logo

Some notice a friendly wink. Others see reaching. Is it aspiration? Celebration? Regardless, this one feels like one of us. All business, but loose nonetheless. Eager to brighten the day. At ease in the boardroom or the chat room.

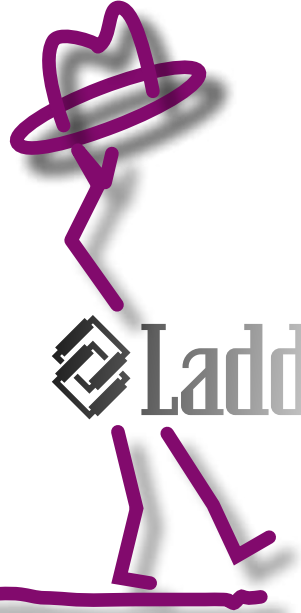
Meet our new logo. But more importantly, watch where he leads.

We are Laddawn and we are moving forward.

Take comfort knowing that our old logo left on friendly terms.

He had become too mechanical, he admitted. Stiff. Someone said stodgy. That wasn't nice.

But with old-world etiquette, he wouldn't go before introducing us to the new guy.



LADDaWn

LADDaWn

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