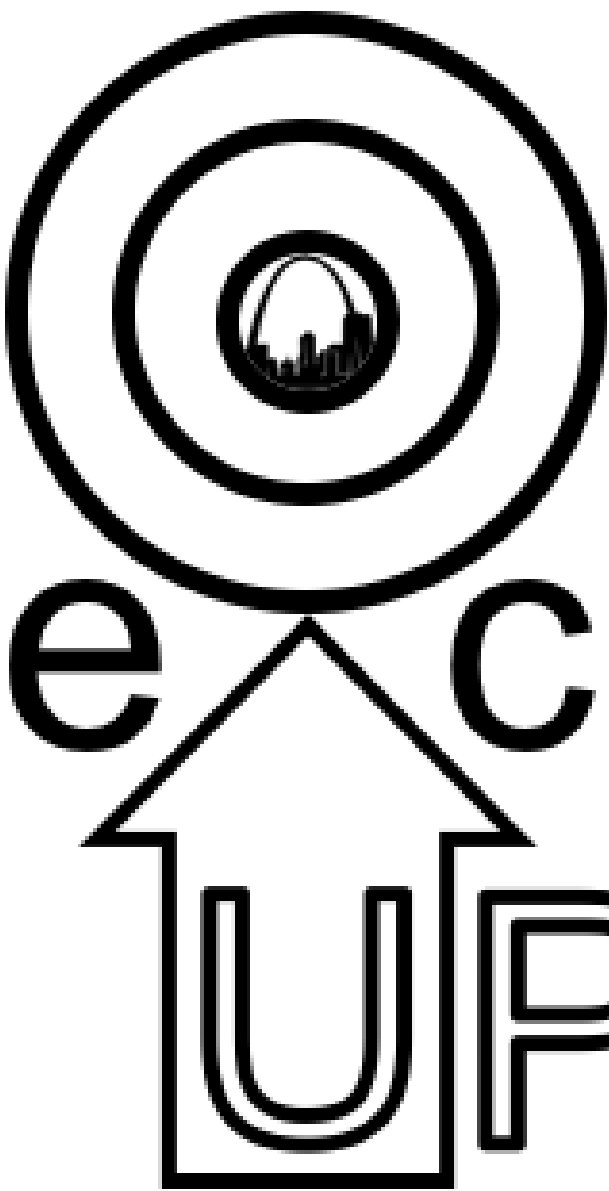


PICKO
the city
UP

The logo consists of the word "PICKO" in a bold, outlined, sans-serif font. The letter "O" is significantly larger than the others and contains a black silhouette of a city skyline, including a prominent archway. Below "PICKO" is the phrase "the city" in a lowercase, bold, sans-serif font. Underneath "the city" is the word "UP" in a bold, outlined, sans-serif font. A large, black, upward-pointing arrow is positioned between "the city" and "UP", pointing from the word "UP" towards the "O" in "PICKO".