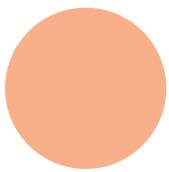


CLIENT NAME: SIMPLY STUNNING EVENTS

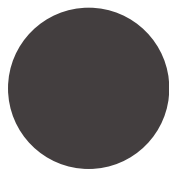
LOGO DESIGN



SPOT COLORS



C = 0
M = 37
Y = 44
K = 0



C = 65
M = 63
Y = 59
K = 47



C = 20
M = 17
Y = 16
K = 0



C = 1
M = 0
Y = 7
K = 0

MAIN TYPEFACE: MINION PRO

HEADLINE - SUBHEAD - ACCENT TYPE

MINION PRO BOLD COND 6-10 PT ALL CAPS

minion pro medium all lowercase or all caps

minion pro medium italic all lowercase

brock script all lower case or first letter capital

Simply Stunning

EVENTS

Your company identity is what makes you stand out from your competitors. Your logo is the face of your company and will help potential clients know what to expect from you. Having a strong brand identity along with corresponding marketing materials such as:

- Logo Design • Stationary • Website • Business Cards • Advertisements

A strong visual identity will be custom created for your business with the purpose to enhance your services and make your name memorable to the world. We understand that you want to provide a unique and sophisticated experience for your brides-to-be. Making them feel special and pretty is the utmost importance to you, and you should in turn reflect that in your company.

The logo design will be feminine, simple and of course stunning. Colors will be incorporated throughout the brand and always remain with a touch of femininity. The logo will convey the beauty of a wedding while the watercolor background art will give a breath of tranquility.

PROJECT TIMELINE: 5 WEEKS

WEEK 1: research and analysis of concept design. logo development.

WEEK 2: logo final. website proof.

WEEK 3: business cards and stationary proof. website final.

WEEK 4: printing of final materials

WEEK 5: final style guide. social media icons and platforms set up.