This was the brief I sent tot he graphic designer.

Logo Design

Current Logo

Website and invoice

Favicon

Business Card

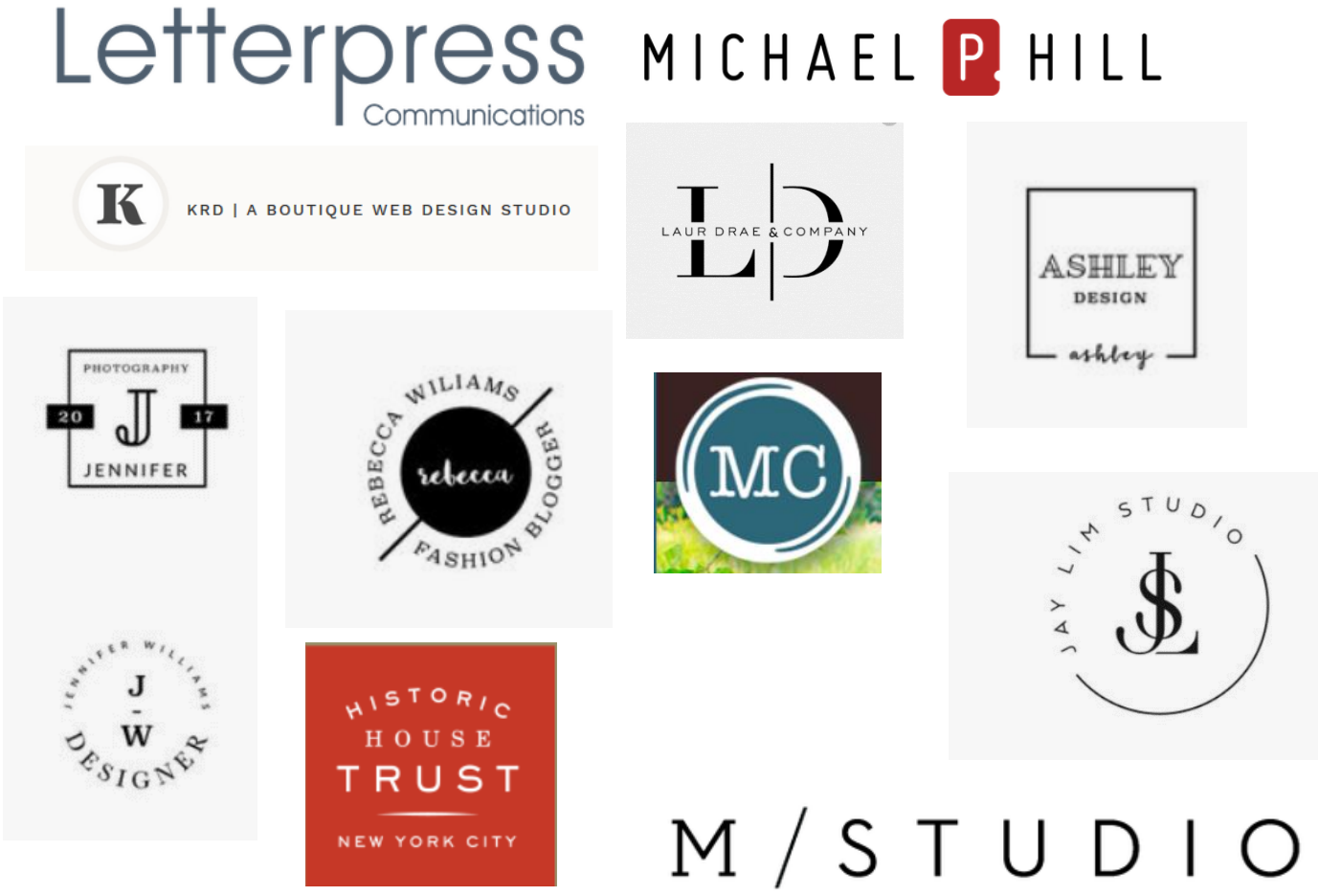
Looking for an updated logo. I am not attached to anything about the current logo, it was mainly designed as a placeholder to launch my business.

Looking for a logo that incorporates my name, essentially my brand identity, Jodie R. Perry (which is also my web address www.jodierperry.com). Also, want to communicate that I am a virtual assistant.

Can have color, but want to keep the overall design simple. Nothing too ornamental.

Want to convey a feeling of trustworthiness, dependability, capability, etc

Logos I Like



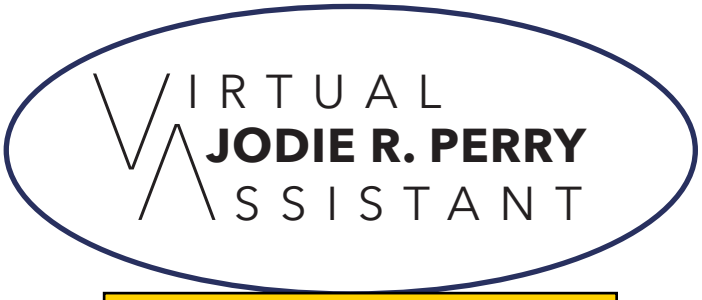
This was the first round of logo ideas I received.

I like the font on the name and virtual assistant. I also like how the two lines look.

I like this format

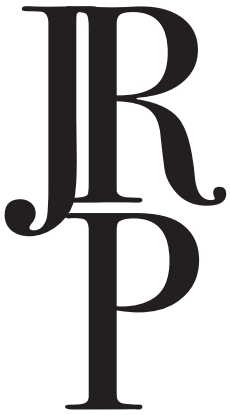
I do like this one quite a bit. Possibly a thinner fon with the blue. I like the layout.

I like the blue font and the overlapping of the JRP on this one.



I do like this one quite a bit as well. I never thought of doing the V and the A that way, and I think it is very cool. I would like to play with colors on this one.

I like this one as well. I really like the layout of it.



Again, I like how the lettering overlaps.

I do like the this font.

I like how the white space is used.

I sent this palette back with my above comments.

Colors that Caught My Eye

We don’t have to use them. I just like how they look and thought I would share.

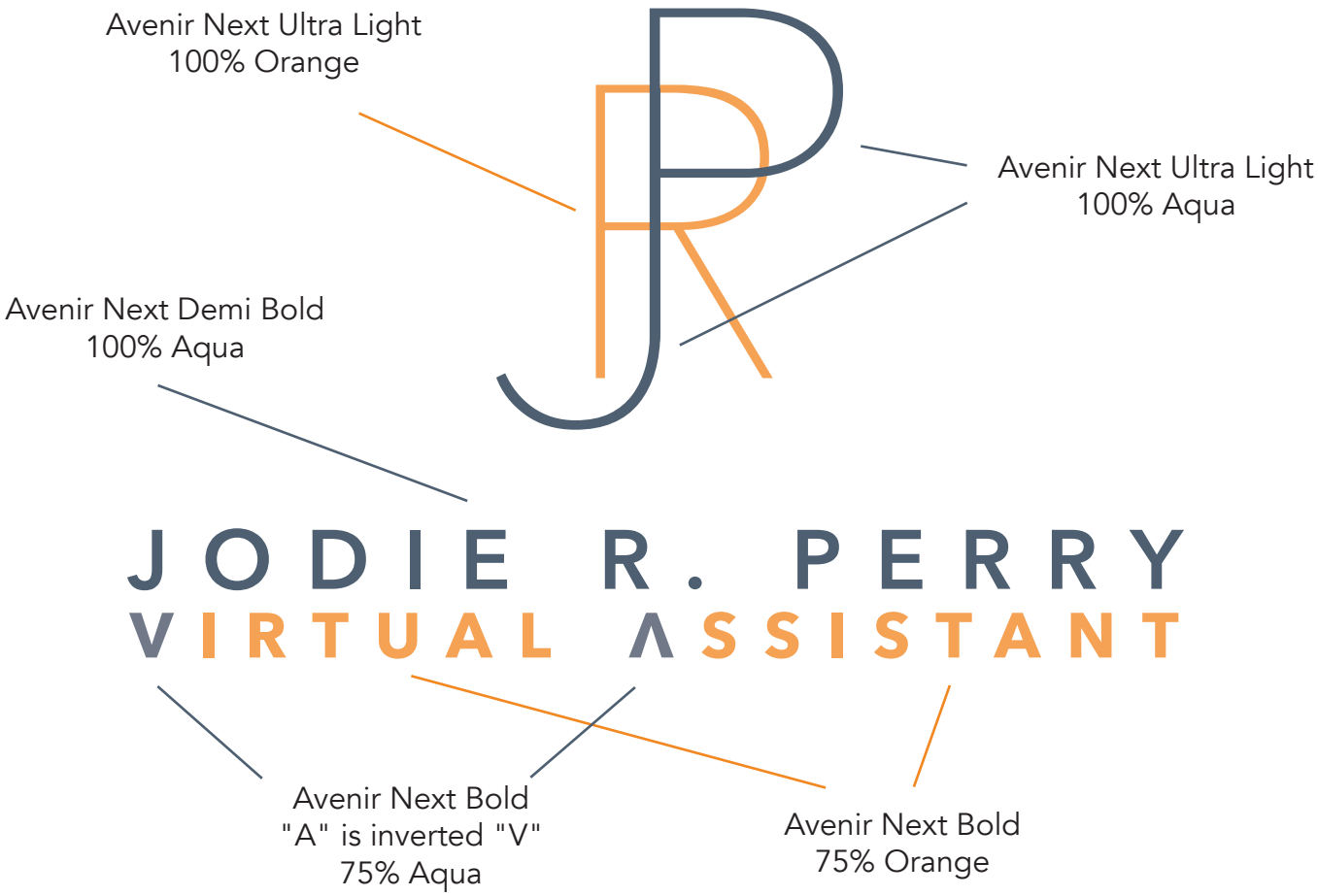
R: 242
G: 136
B: 1

R: 14
G: 83
B: 123

R: 78
G: 94
B: 110

Here is the final logo we landed on.

FINAL



Orange
C=2 • M=56 • Y=100 • K=0

Aqua
C=73 • M=56 • Y=42 • K=19