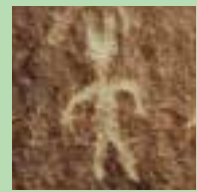


Patt
Cottler
Logo Identity





Logo/Identity

Logo Elements



PANTONE
Where color comes from.



COLORS:



Brown/Gold PANTONE 105 CVP
90%

Secondary

Purple PANTONE 254 CVP
90%

Red PANTONE Warm Red CVP
90%

Blue PANTONE 2718 CVP
80%

Communication Colors:

Brown/Gold earth color substance/stability.

Purple for offbeat and creative. Red for passion. Blue for trust



Raised Ear Icon:

Line illustration of raised dog ear signifying awareness. The box is cocked at an angle to feel like a patch.



RAO

TYPE:

Sans Serif font with good family of weights for flexibility.

Font-ITC Kabel Ultra

styling:

horizontal scaling – 181.8%

RAO Leash Design



RAO Night Leash



RAO Night Wristband



RAO Night Cap



RAO Day Cap




**NORTH
MISSISSIPPI
ALLSTARS**
road
raiser
tour
2005

RAO




**STEVIE
RAY
VAUGHAN**
awareness
tour
2005

RAO



RAO
**WORLD
TOUR
2005**
rompin
stompin
rock
ruckus





Logo/Identity

Logo Elements



COLORS:



Lavendar PANTONE 2715 CVP
80%

Secondary
Sage PANTONE 576 CVP
80%

Parchment PANTONE 617 CVP
80%

Charcoal PANTONE black
80%



Communication Colors:

Primary—Lavendar, Sage

Secondary—Parchment and Charcoal



R Icon:

Rosemary sprig Icon:

Square:



RemembrancePlace

TYPE:

Classical Serif Font

Font—Times New Roman

styling:

horizontal scaling — 80%

leading — 5%



Product Label Formats

BOTANICAL REMEMBRANCE GIFTS BY HALI WEISS



Hydrangia
Hali Weiss



Music Sheet Planter
Hali Weiss



White Flowers
Hali Weiss



Tea Cup Basket
Hali Weiss

RENEWAL VOTIVE LINE



New Growth



First Flowers



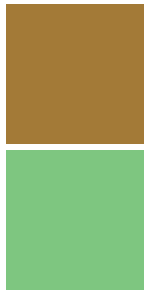
Spring Leaf



Next Light



Logo Elements



COLORS: 

Blue PANTONE 2765 CVP
90%

Secondary

Brown PANTONE 731 CVP
80%

Green PANTONE 361 CVP
70%



Circle Icon:

Hand rendered concentric circle icon with open center reflecting a central meeting place of openness.



medcommons™

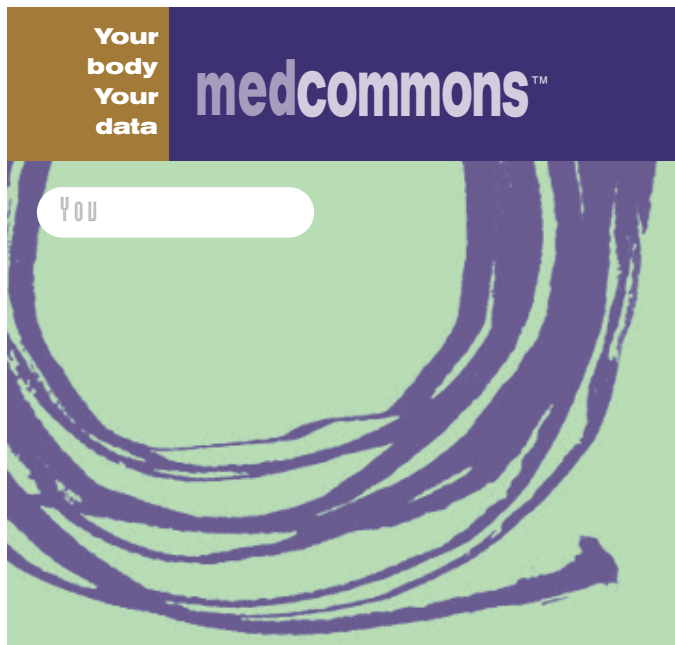
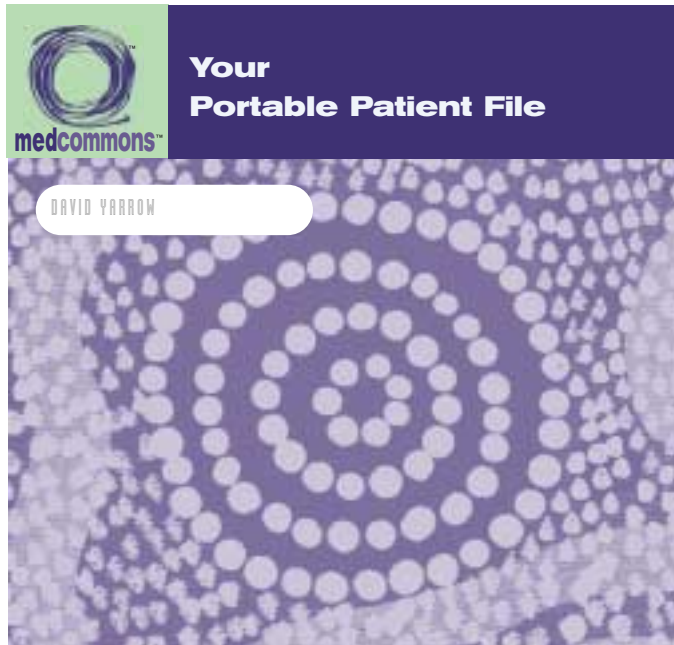
TYPE:

**Berthold Type Foundry
Font—Akzidenz-Grotesk Bold**

styling:

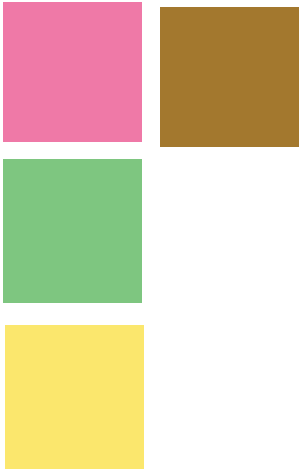
horizontal scaling – 45%

tracking – 5





Logo Elements



COLORS:



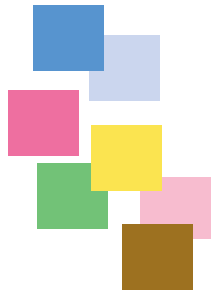
Blue PANTONE 300 CVP
80%

Secondary

Pink PANTONE 219 CVP
85%

Green PANTONE 361 CVP
80%

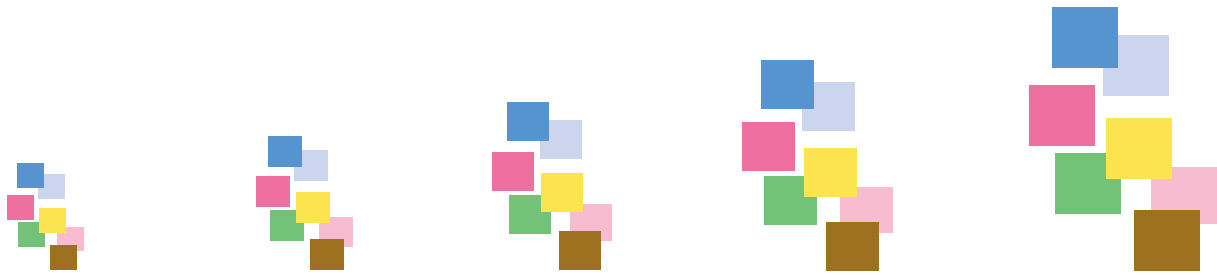
Brown PANTONE 725
85%



Facets Icon:

Different colored facet boxes representing Acorn's vision statement

“Every Day Women Do Amazing Things”



Existing Acorn Logo:

Different colored facet boxes representing Acorn's vision statement



New Logo Concept:

Change the existing black logo into colorful letter blocks to mirror the facets icon.



*Patt
Cottingham*

Contact Info

201-612-5533

pattcottingham@genuineimprints.com



genuineimprints.com