

# Aspen Tree of Life Logo Design

**Duration:** 1 month

**Description:** Client requested a logo that featured an aspen tree that included elements of a tree of life and had yellow, orange, and green leaves.

**Step 1:** Communicate with client to determine budget, deadline, and expectations of the project.

**Step 2:** Research similar logo designs, sketch ideas for logo, and create color scheme, and select fonts.

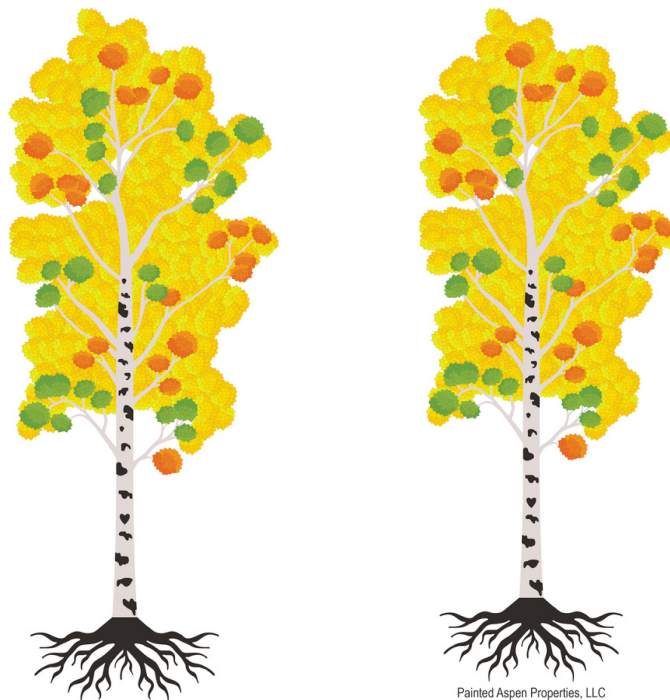
**Step 3:** Create base design in Adobe Illustrator and experiment with colors, font, and layout.

**Step 4:** Create several versions of the logo (typically 2-3) and present them to client.

**Step 5:** Once feedback is received from client, make necessary changes to the logo(s) and send to client for approval.

**Step 6:** Repeat Step 5 (up to 3 times) until the client is completely satisfied with the design - \*if client requests more than 3 revisions, project may require additional budget.

**Step 7:** Once the client approves logo design, export high resolution vector files of each logo type.

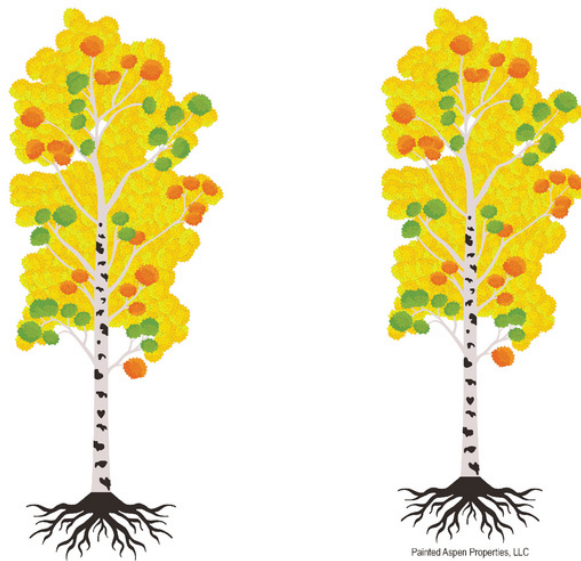












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**Step 7:** Create branding reference sheet with different logo versions, color schemes, and fonts for client to reference when adding logo to various marketing materials.

**Step 8:** Send client high resolution vector files of all logo designs and branding reference sheet.

## Branding Reference Sheet Painted Aspen Properties, LLC



|   |   |   |   |   |  |   |   |
|---|---|---|---|---|--|---|---|
|  |  |  |  |  |  |  |  |
| Hex# 312b28   | Hex# e2d8d6   | Hex# ede815   | Hex# f9dc02   | Hex# facf0d   | Hex# f79523  | Hex# ed7f23   | Hex# ed6e25   |
| R: 49<br>G: 43<br>B: 40   | R: 226<br>G: 216<br>B: 214  | R: 237<br>G: 232<br>B: 21   | R: 249<br>G: 220<br>B: 2  | R: 250<br>G: 207<br>B: 13   | R: 247<br>G: 149<br>B: 35  | R: 237<br>G: 127<br>B: 35   | R: 237<br>G: 110<br>B: 37   |
| C: 0<br>M: 12<br>Y: 18<br>K: 81   | C: 0<br>M: 4<br>Y: 5<br>K: 11   | C: 0<br>M: 2<br>Y: 91<br>K: 7   | C: 0<br>M: 12<br>Y: 99<br>K: 2  | C: 0<br>M: 17<br>Y: 95<br>K: 2  | C: 0<br>M: 40<br>Y: 86<br>K: 3   | C: 0<br>M: 46<br>Y: 85<br>K: 7  | C: 0<br>M: 54<br>Y: 84<br>K: 7  |
|  |  |  |   |   |  |   |   |
| Hex# 8bb93f   | Hex# 85b040   | Hex# 6ca844   |   |   |  |   |   |
| R: 139<br>G: 185<br>B: 63   | R: 133<br>G: 176<br>B: 64   | R: 108<br>G: 168<br>B: 68   |   |   |  |   |   |
| C: 25<br>M: 0<br>Y: 66<br>K: 27   | C: 24<br>M: 0<br>Y: 64<br>K: 31   | C: 36<br>M: 0<br>Y: 60<br>K: 34   |   |   |  |   |   |

Painted Aspen Properties, LLC — Arial Regular