

## Target Markets:

30's to 70's

## Logo Styles of Interest





- Potentially an outline of a travel symbol with Vacay Gems inside with an outline of a Gem somewhere within the Logo
- Or could be a Logo with VacaGems after or a part of the logo
- Open to other ideas that meet the criteria outlined in this brief. Open to creative ideas.

## Emblem Logo

Logo enclosed in a shape



## Potential Color Palette:

			
R 0 H 208 °	R 136 H 84 °	R 242 H 12 °	R 246 H 46 °
G 76 S 100 %	G 176 S 57 %	G 85 S 82 %	G 209 S 65 %
B 142 V 56 %	B 75 V 69 %	B 44 V 95 %	B 85 V 96 %
# 004C8E	# 88B04B	# F2552C	# F6D155

If you don't feel like these colors are bold enough or stand the test of time, I am open to modification suggestions.

## Look and Feel:

- More **Bold** than Elegant
- More **Playful** than Serious
- More **Modern** than Traditional
- More **Professional** than Personable
- More **Colorful** than Conservative
- More **Upmarket** than Economical

## Logo Design Requirements:

### Must Have:

- Clean and Easy to Read
- Fresh Colors
- Vibrant
- Clean design

**Should not have:**

- No gradient colors