



# Traders Hill Family of Brands Logo Design Board

Brand	Current Logo	Keep	Change
Traders Hill Farm <i>(Main &amp; established brand)</i>		Keep fish & colors	<ul style="list-style-type: none"> <li>➤ Text – fonts should be the same across the brands</li> <li>➤ Farm should be much larger</li> </ul>
Traders Hill Market		Open to suggestions	<ul style="list-style-type: none"> <li>➤ Font type and size should be the same across the brands</li> <li>➤ Open to new ideas on the artwork</li> <li>➤ Need artwork to fit into the brand family. Color palette similar, etc.</li> </ul>
Tracy's Produce & Gourmet	N/A	Logo to be created. This brand will be for specialty fruits and vegetables, teas, spices and honey.	<ul style="list-style-type: none"> <li>➤ Font type and size should be the same across the brands</li> <li>➤ Open to new ideas on the artwork</li> <li>➤ Need artwork to fit into the brand family. Color palette similar, etc.</li> <li>➤ *** Can be a little different than the above</li> </ul>

Traders Hill Family of Brands  
Logo Design IDEA Board  
*\* Inspiration only – be creative!*

**TRADERS HILL**  
*farm*

**TRADERS HILL**  
*market*

**TRADERS HILL**  
*market*

- \* Open to font types
- Images to go above text
- Need to keep symmetry amongst brands
- Will be embroidered on clothing – please keep simple!

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Traders Hill Family of Brands  
Logo Design IDEA Board

- *Inspiration only – be creative!*
- *For Tracy's Produce & Gourmet*

