

Amber Reed Design - Logo Concepts

We will be looking for a new logo for “Amber Reed” The logo will be the primary brand for “Amber Reed Designs” The Name we will use for the logo is “by Amber Reed” as shown in the prototype examples provided for you.

Links to my Jewelry pieces - you can imagine that my logo brand will be placed on these pieces.
<https://www.facebook.com/AmberreedDesign/photos/a.391564040927075.97059.121400097943472/813195942097214/?type=1&theater>
<https://www.facebook.com/AmberreedDesign/photos/pb.121400097943472.-2207520000.1430279468./762996087117200/?type=3&theater>
<https://www.facebook.com/AmberreedDesign/photos/pb.121400097943472.-2207520000.1430279477./671809096235900/?type=3&theater>

Types of logo we require
We ask you to create the logo that will fit multiple mediums of products. The elements of the website logo, compared to the imprinted logo should not change much. The consumer should look at either the imprint/stamp version or website logo, and think the same thing “Amber Reed”. Use your drawing skills to make my logo brand the best in the market.

One logo - retro fit to be printed in multiple mediums.
Website (Full color logo)
Imprinted (impress or stamp (a mark or outline) on a surface or body.) version of the logo Example would be a stamp on a inside of a ring or on a metal charm. When you create the full website version of the logo with colors, you should

Example Mediums our logo will be placed on:

1. Print
2. Stamp into metal (imprinted)
3. Stamp into inside of rings (imprinted)
4. Website (full color logo)
5. Business Cards *full color logo)
6. Signs Full color logo)
7. Jewelry boxes & bags Full color logo, imprinted, embossed)

Location of all original artwork and images (Shared Google folder)
<https://drive.google.com/drive/folders/0BzX268gRboGcfnV3VHNwNzcyNms4TkxiTWVEZFFFMIZJWTJvZIVjX1F1dHVnMTZXb3BYcjQ/0BzX268gRboGcfmhFMWpmZzhqNVFiRldkT012Rks4ZzlqZXhqGfVnNkZjZUtpRGxnbGZWZEK>

Colors and tones I really like
1. Silver (primary) (We would consider another color as primary, if you feel the color does not fit well, we understand that silver does not pop out well)
2. Brass
3. Copper
4. Gold
5.royal blue
6. Purple
7.black (primary - another color we like to see as a primary color or element of the logo.

*Please think careful about “Brand”. We can not have a brand logo that does not stay in the consumers mind.

Photos:

Photos are provided as the basis of my logo. I’m willing to bend to see a creative view of what I might of not imagined compared to the examples I provide you below. I had someone create a ba
The result of my logo will mean more to me than anyone. Hence the reason for wanting the perfect profile view, either altered or adjusted so that I see myself. I know that the brand will be bigger then me, and expect you to focus on the brand rather than me, I ask you to please study my profile and find a way to match my profile views my new logo. The logo will have no meaning to others, other than when they see a “profile type logo” and they will remember “Jewerly, Profile Logo, Amber Reed” - thats what a brain should say after they review the brand close, and see it a second, 3rd, and hopefully many times. My goal of the logo is to make a better logo brand than anyone in the Jewelry Market. If you know Jewelry brands that market well and you recognize the piece when you see it, integrate the thought of remembering a piece of Jewelry with your design of my logo. Remember like Nike a Logo brand does not and should not be overly complicated, and must retrofit on a small bead like Pandora Bracelets. If you do not like any of my profile photos, please mention something in the comments and I’ll take photos as you suggest. I will get them back to you right away so you can work on your design. Remember we are building a brand, like Coca Cola, Nike, Facebook, and in my industry of “Jewelry” I ask you to review the links below as case examples. By no way do I want you to copy the logo of my competitors, but I do want you to look at the results of how a big brand like Pandora Bracelets elected to craft the logo so it fits on the medium of metals and jewelry. How can you as a designer make my brand more memorable than any other Jewelry brand.

Pandora Bracelets
https://www.google.com/search?q=pandora+logo&espv=2&biw=1280&bih=620&source=lnms&tbm=isch&sa=X&ei=_No1Vc6uCqHIsQSot4Fw&ved=0CAYQ_AUoAQ#tbm=isch&q=pandora+bracelet+logo

Other Brands?

put Links below like the case example of Pandora



	
What we like about this logo 1. Simple 2. We expect the logo to a a profile photo altered to represent the “Amber Reed Brand”. 3. Ambers initials (AR) Suggestions 1. We would not mind you using other fonts. What we do not like about this logo 1. The profile of the face is supposed to represent the owner of the company. We do not feel this prototype of the logo represents a true profile view of amber. Photos of the owner have been provided, and we like you to take a new profile photo of Amber Reed 2. The Hair does not represent Amber Reed as well as we like to see. We can not say the hair is most important or that it requires significant change, but we do know that the hair style selected in the prototype of the log is not representative, and we ask you to please draw something more pleasing..	Facebook: Amber Reed Design Instagram: byamberreed

Deliverables

Required design files for the 2 types of logo’s.

One logo - retro fit to be printed in multiple mediums.
Website (Full color logo)

Imprinted

1. Layered vectors in EPS & PDF (im-printed Version & Web Version)
2. Screen quality JPEG & PNGs (im-printed Version & Web Version)

Note:
Text in logos should be converted to outlines.
For licensing reasons, it is better to provide your client with information on how to acquire the font rather than providing actual files