

## MAVERICK MEATS LOGO REDESIGN

CURRENT LOGO:



CHANGES:

THE NEW NAME IS MAVERICK MEATS.  
NOT MAVERICK MEATS & SEAFOOD.  
WILL NOT NEED THE PHONE NUMBER AND ADDRESS ON THE LOGO.

WANT TO ADD THE WORDING: SINCE 1984.

NOTES:

THE NAME "MAVERICK MEATS" SHOULD BE PREDOMINANT IN THE LOGO.

SEE THE CHARACTER REFERENCE ON THE LAST PAGE OF THIS DOCUMENT.

"FINE MEATS SINCE 1984" SHOULD GO SOMEWHERE IN THE NEW LOGO DESIGN.

THE LOGO SHOULD FEEL ORGANIC AND LOCAL AND COMMUNICATE CLEARLY THAT THIS COMPANY IS AN ORGANIC MEAT COMPANY THAT PRODUCES AND SELLS THE BEST MEATS ON THE MARKET, WITHOUT USING THE WORD "ORGANIC" IN THE ACTUAL LOGO DESIGN.

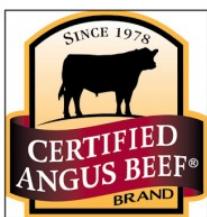
LOGO SHOULD FEEL HEALTHY, QUALITY AND TIMELESS.

MAVERICK MEATS LOVES WORKING DIRECTLY WITH LOCAL FARMERS TO SOURCE THE HIGHEST QUALITY PRODUCT THAT HAVE BEEN RAISED ON A FREE RANGE FARM AND GRASS FED.

COMPETITORS AND OTHER MEAT COMPANY LOGOS



Tyson Foods, Inc.



## CHARACTER REFERENCE



©Snowy \* illustrationsOf.com/42355



WE WOULD LIKE TO EXPERIMENT WITH THIS CHARACTER BEING APART OF THE LOGO SOMEHOW. AT LEAST HAVE VERSIONS WITH AND WITHOUT THIS CHARACTER IN THE LOGO DESIGN.

THIS CHARACTER REPRESENTS PHIL CHRISTIE, WHO IS THE OWNER OF MAVERICK MEATS. WE ARE BRANDING HIS COMPANY WITH HIS FACE AND PERSONALITY. HIS ADVERTISEMENTS WILL FEATURE PHIL IN EVERY COMMERCIAL AND PRINT AD. SO HE IS THE FACE AND BRAND OF MAVERICK MEATS. HE WEARS A VERY SIMILAR OUTFIT AS DEPICTED IN THE CHARACTER REFERENCES, EXCEPT HE DOES NOT WHERE A HAT. PLEASE REFERENCE THE RESEARCH TEST VIDEOS THAT ARE ATTACHED IN THE EMAIL TO SEE WHAT WE ARE GOING FOR.