



**WATER WORDS
THAT WORK**

Make a splash with your communications!



**Logo Design Brief
James River Pet Waste Coalition
October 2014**

Overview

About the Organization

The James River Pet Waste Coalition consists of several partner organizations seeking to reduce pet waste pollution in area streams. This diverse coalition will educate residents in the Richmond, VA USA area and engage pet owners in the effort to reduce pollution from pet waste.

Brand Guidelines

Logo Text:

The logo should include this text:

James River Pet Waste Coalition

Logo Images:

- The client would like to include an image in addition to the text above.
- The image should be able to be reproduced in a small format, and still be clear.
- Sample logos and images are included below.

Look & Feel Slider:

Elegant				x		Bold
Playful			x			Serious
Traditional			x			Modern
Personable				x		Professional
Feminine				x		Masculine
Colorful				x		Conservative
Economical			x			Upmarket

Design Considerations:

- Logo should be able to be printed in a small format, for example on pet waste bags.
- Primary colors should not be green or blue.
- Client is considering red or orange as the primary colors.

Sample Logo Design:

The client likes the following designs.



BEDMINSTER REGIONAL LAND CONSERVANCY

Preserving the land. Protecting the future.



Wisconsin

Resources Protection
Council

Sample images:



