



Use to focus your ideas so the designer has a good starting point.

1 Design Elements
Items to include in your design. After you've listed, rank them from most important to least.

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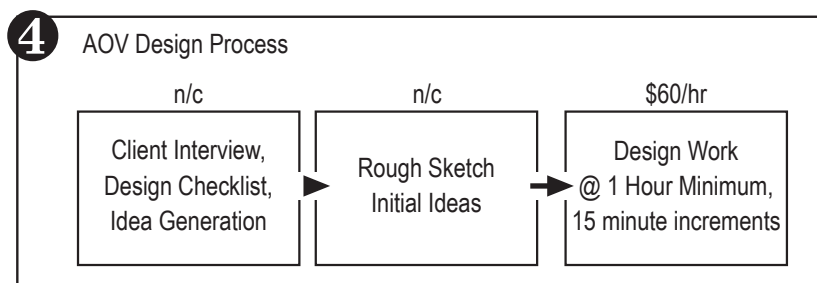
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2 Designs You Like
Perhaps the quickest way to generate ideas is to collect magazine ads, product labels or other existing graphics that contain elements you like. (Attach or describe). Good sources are:

Web Site Graphics	CD Packaging	Movie Posters
Existing T-Shirt Designs	Beverage Labels	Book and Magazine Covers

3 Color Pallets
The following serve as a starting point, these are combined in a way that complements one

<p>Earthy Forested greens, barn reds, cowhide tans, harvest gold, richness</p>	<p>Playful Uninhibited, childlike, extroverted brights, movement,</p>	<p>Energetic Similar to Playful but more grown up, warm, vivid</p>
<p>Serene Placid blue sky, blue-green sea, puffy white clouds</p>	<p>Traditional Navy, hunter green, plum, burgundy red, mahogany, pewters and</p>	<p>Mellow Docile, caring, light to mid-tones, softness and warmth</p>
<p>Festive Dancing colors punctuated with deep accents, free</p>	<p>Sensual Spicy reds, hot purples, succulent orange, shocking pinks</p>	<p>Spicy Salsa and chili pepper reds, lemon, lime & orange (tart).</p>



5 AOV ARTWORK PRICING

Scan/Print logos (per)	\$10.00
Scan/Cleanup logos (per)	15.00
Typeset Logos, Simple	10.00