







3002 N. Dive Avenue  
Sandpoint, ID 83864

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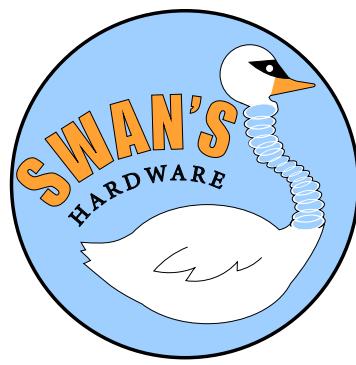
208-342-9962



info@swanshardware.com



[swanshardware.com](http://swanshardware.com)



Dear Swan's Hardware,

I present the completed designs for your company's logo and business card. I hope that these designs are satisfactory and meet the requirements for your business.

I chose the design as a play on the name and nature of your establishment. The swan references Swan's and the spring in the neck references hardware; thus tying in both elements of the store's title. The colors chosen were the complementary colors blue and orange. Orange appears as the swan's beak, hence why it is incorporated in the text. Blue is the complimentary color to orange which represents sky or water, it is up to interpretation.

For the business card I decided to keep it simple, as the logo itself brings plenty of character to the card. The most important aspect of the card is the address, as it directs the customer to your business, hence why it is underlined and thus emphasized. The icons improve readability by allowing the customer to easily identify the meaning of each text line on the card.

Please contact me via my email address: [isabellapelot@graphicdesign.com](mailto:isabellapelot@graphicdesign.com), with any questions or concerns regarding my work.

Cheers,  
Isabella Pelot



Dear Ms. Odile Rothbart,

Thank you so much for your business. It is an honor to work with a local shop that provides such a necessary service to the community. Please keep me in mind for any future design services you may need. Have a wonderful day and may your business be prosperous!

Cheers,  
Isabella Pelot, Graphic Designer.



**Swan's Hardware**  
3002 N. Dive Avenue  
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Ms. Odile Rothbart  
3263 Lake Cir.  
Sandpoint, ID 83864





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# Style Guide





# Colors

## Colors

The colors used for the logo should not be altered or changed in any way. The orange should be used for the beak and "Swan's" type, and the blue should be used for the background.

A black and white version of the logo is permissible in the event that color is not available especially in the case of printing budget restrictions.

## Color Information

