



This image to the left has been put together by me as a sample of what I would like you to work towards. I have outlined in the order form the specifics.

Hello Logo Design Guarantee Team,

15th April 2014

This logo request is for a 'mental health' blog. This blog will be accessible to persons diagnosed with personality disorder and their carer's and loved ones.

I would like the logo to combine contemporary and traditional, the contemporary to be in the art and the traditional in the words.

The butterfly symbolises change and beauty. The 'delivery' of the image should convey a humans right to interpret the world in different ways. This concept comes from the Rorschach Ink Blot Test, 1921.

Personality disorder can be debilitating- a 'black and white' thinking and 'extremist' view of the world- I am open to exploration of the butterfly being half black half orange?

The caterpillar symbolises the life 'before'/ Butterfly symbolises life after diagnosis:

To the left of butterfly a 'caterpillar' to be 'walking toward butterfly image, the butterfly will be on right side. The caterpillar is to be 'abstract' as in my example logo above. The circles that make up the body to be separate (symbolising a 'fractured' being).Caterpillar in blue.

I would like to see the butterfly on my logo, one half dark orange (left side) and the other half blue (right side)(as per the NHS link colour palette provided. The butterfly to be glossy with a gradient effect if possible (bold colour to top of image) with antennae added above butterfly.

The text is to be similar to that of 'sample_logo 1', traditional, clean and tasteful. The two colours used for logo to be used in text as per my example.

Below is the 'friedman group's' logo it is provided as an example of a site that has used the concept of 'interpretation"change'development'...

The Butterfly 'idea' itself is taken from the 1921 ink blot test (bottom left) designed by Rorschach. I have given two examples (below) where this concept/image has been reused/redesigned.

