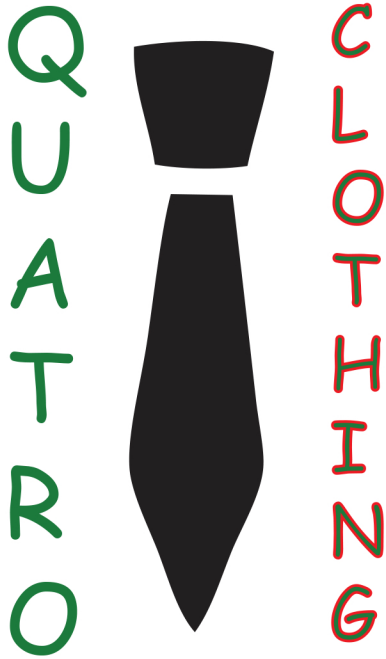


LOGO TWEAKING/REPURPOSING

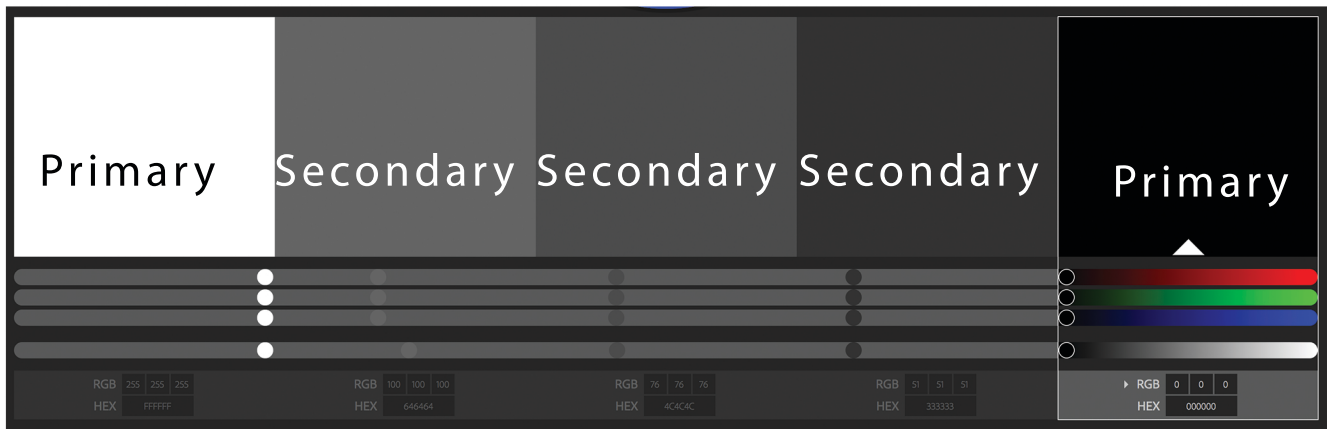
Initial logo design (rejected):



Explanation: I recreated the logo using the same tie, but gave it a nice square shape so it could easily be put on any place it needed to be such as a website, billboard or business card



Adobe Kuler Palette



Typography for Body Copy

Avenir Next Ultra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&*()_+=[{}\"';/.,<>?
Avenir Next Ultra Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&*()_+=[{}\"';/.,<>?
Avenir Next Ultra Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&*()_+=[{}\"';/.,<>?
Avenir Next Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&*()_+=[{}\"';/.,<>?
Avenir Next Demi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&*()_+=[{}\"';/.,<>?
Avenir Next Demi Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&*()_+=[{}\"';/.,<>?
Avenir Next Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&*()_+=[{}\"';/.,<>?
Avenir Next Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&*()_+=[{}\"';/.,<>?

Typography for Headings

Ruthie Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t r w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ~ + - =] [{ } \ : " ; ' / , < > ?

CSS

All body copy should be 18px and heading 24px with at least 20px of space between all major sections of type.