

# Branding

## Logo Selection

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## Logo Brainstorm

### Logo

### Message

These are the message and feelings the logo should convey in order of most important to least important,

1. Simple and Clean
2. Organic

### Considerations for the Logo

Some of these go without saying but I'd like to insist on them from most important to least important,

1. Print well in black and white
2. Resize small and large
3. Not too many colours

### Inspirations

Here are some inspirations.



I like the simple design and the leaf. From [http://www.fabre.co.uk/wp-content/themes/fabre\\_cms/images/plus\\_bonsai-logo.jpg](http://www.fabre.co.uk/wp-content/themes/fabre_cms/images/plus_bonsai-logo.jpg) (the link is now dead).



I like the brushed art logo. Do not like the font at all. This came from <http://99designs.com/logo-design/store/14196>

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