

Brief for logo design for Mettā Vegana Transformación para la noviolencia.

I need a logo design for my project/ organization that is focused on educating people on veganism, vegan philosophy, nonviolence, personal transformation towards love, respect and caring for all forms of life. The final design should transmit respect for all forms of life through conscious food and eating, personal transformation and life decisions. (Ethics, environment and health).

Mettā is a buddhist concept that means benevolence, loving-kindness and active interest in others.

I would like it to be something simple and elegant so that I can also make an ink seal and a paper die (metal seal for punching paper) with the final logo-symbol. It is in Spanish.

Here I attach some images I like to give you a reference. I think about including the following symbols: a heart, a rabbit minimalist silhouette, some leaves or plants and a fork. I like very much the symbols and also the colors of the images attached.

Mettā Vegana is the name for the project/ organization.
Transformación para la noviolencia is the slogan.

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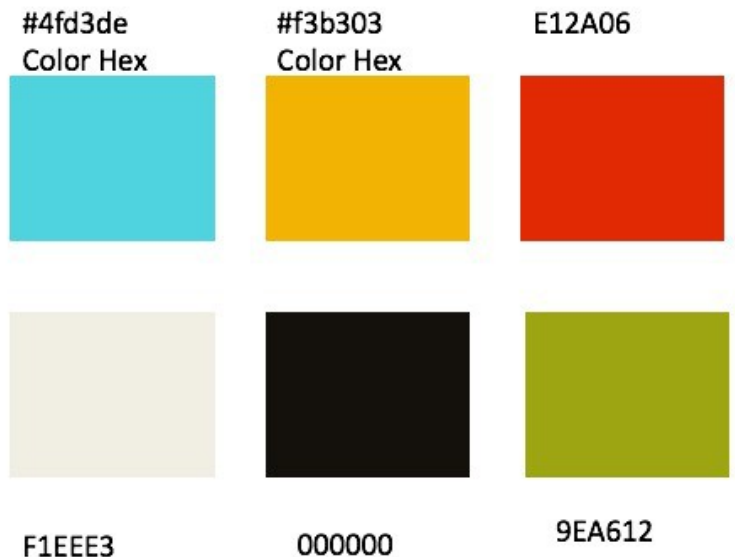


The images above are some that I really like which include the heart and the leaves. The last one at the right can be converted into a heart and include the initials and the other elements.

The color palette is the following.
The main ones are the first (turquoise)
and the last (green)

Red and yellow are for small accents.

I accept suggestions :-)



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I would like this rabbit or a similar silhouette to be included in the logo

References of animal elements, including the human hand as ideas to be included



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Below is an idea of how the initials MV (Mettā Vegana) can be integrated in the logo in order to create the symbol for a seal and paper die (metal seal for punching paper)

