**LeSoleil Ranch Map**

DesignCrowd Project request

We are looking to develop an artistically-designed map for LeSoleil Ranch that can be printed and framed for gifts to family members. We’d like to develop many design options from which we’ll choose one to print. The LeSoleil Ranch has a brand identity which should be incorporated into all map designs.

**Overview and Background of the Ranch:**

The LeSoleil family cattle ranch has been in continuous operation since 1880.

**Audience / uses of this map:**

This map should represent the legacy and pride of this family-owned ranch. The framed art/posters will be gifted to **family members** who have strong connection to the ranch and the family’s history and legacy.

**Design specifics:**

The map design should utilize the color, mood and fonts of the ranch guidelines (supplied in attachments). Beyond the brand guidelines, the designers are encouraged to take artistic freedom and creative license to come up with unique, aesthetically beautiful, and ownable design options. The final printed posters will be 24” x 36”. As a reference to an example we like, attached is a map of a “Ponderosa” that we do not own, rather we found it on Etsy. Please include the LeSoleil logo on the map.

**Starting Material/Content:**

The LeSoeil Ranch map (included in the attachments) is the starting content. The design should utilize this map to represent the actual map’s, key elements in the map body, utilizing the color/mood/fonts from the guidelines attached.

**Deliverables:**

50 design options

1 final design with 5-8 rounds of review, input and edits

1 final design file that can be edited with different family names for future print

Print-ready files