



The logo should have an option enclosed in a circle, as well as a 'stacked' version.

We will need full color, black, and white versions of both options as PSD and transparent pngs. These fonts are Higuen Elegant serif and Montagna if helpful.

#FDA58D

#FE885E

#A4DCCF

#E5543C

#FFBD59

#FFF6E4

This is Jen's primary brand color. It should be in most designs, but does not have to be dominate.

The other colors, you are free to adapt.

## Part 1: Logo and Colors



Previous brand board as an example of how the images all picked up the brand scheme.





**Part 2: The winner will be tipped \$200 if willing / able to support the additional graphic and photoshop requests.**

**Files here.**



# Part 2A: Header Image

Using the attached file, update the graphic (or rebuild using the provided elements)

- Remove the vintage filter
- Update the logo (text only version is fine)
- Change the dates
  - January 30–February 3, 2025
- Change the pink flower to match the new color scheme
- Remove the stamp graphics (can replace with alternate elements that match the new design)
- Remove the 'register today at jenhatmaker.com at the bottom

File size is 1920x1080





# Part 2B: Social Graphics

Using the attached file, update the graphic (or rebuild using the provided elements)

- Remove the vintage filter
- Replace this logo / word mark with the one from page one
  - The Shell may be too busy. Do a text only version if so.
- Change the dates
  - January 30–February 3, 2025
- Change the pink flower to match the peach color in the new branding
- Remove the stamp graphics (you can replace them with new elements if you'd like)
- Remove the 'register today at jenhatmaker.com at the bottom

Need the following variations:

Story: 1080 x 1920

Post: 1080 x 1080

