

30 March 2017

Hi Designers,

I'm sorry, but I don't have an existing logo, design or sketches to help you get started. This is very much a "blank canvas" as I am just at the beginning of establishing this business.

You can find many images of Carnaby Cockatoos in their native bush setting on the Internet. The bush behind my house has many Banksia and Grevillia bushes that the Carnaby Cockatoos love to eat (and destroy...) Please note that Carnaby Cockatoos are **Black with a white tail and points**. Some of the images, paintings and designs below depict yellow tail and red tail cockatoos. I have included them as I like the design/ feel/ story of these images and am hoping this will help you understand the type of feel I am looking for in the logo, stationary and business card design for my law firm.

I have in mind a design/ image on the back of the business card and a more corporate/ structured front of the card. When I get the cards printed I anticipate using a card that has a bit of texture as I hate the slick, shiny laminated business cards – I think they lack personality.

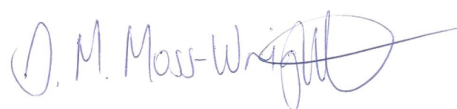
By way of background, I am not a "typical" lawyer. I love helping my clients find commercial solutions to their problems and I do everything I can to keep my clients out of court! In addition to starting this law practice and looking after my family and 2 children, I run our sheep farm and am responsible for all the international marketing and export of our premium lamb products. I have a passion for agriculture and want to help people in rural Australia gain piece of mind through getting their legal and administrative matters in order. My motivation for starting this law firm is that I am frequently asked by friends and colleagues to assist them with legal advice. In order to do so, I need to have a proper law firm established and carry the required insurance. Therefore I am setting up the law firm to protect myself so I can help others.

Having embarked on such an adventure and radical life change 2 years ago, moving our family from the safety of secure jobs/ friends/ corporate environs in the city to a remote farm in Western Australia to give our children a more holistic upbringing, images of the birds in flight appeal to me greatly as do the images of the birds "in conversation" and working together.

I hope this helps you understand me as a person a little better and how this business will be operated. In the following pages are some images I have found of Carnaby Cockatoos and cockatoos in general that I hope might be of assistance. I look forward to receiving your designs.

Thanks so much for your interest in this project.

Kind regards,

A handwritten signature in blue ink, reading "D. M. Moss-Whitfield". The signature is fluid and cursive, with a long horizontal stroke extending to the right.









