

Design Ideas

What represents Veganism to me?

1. Heart
2. Vegetables, plants, leaves
3. Bunny
4. V (& certification symbols)
5. Green

Font:

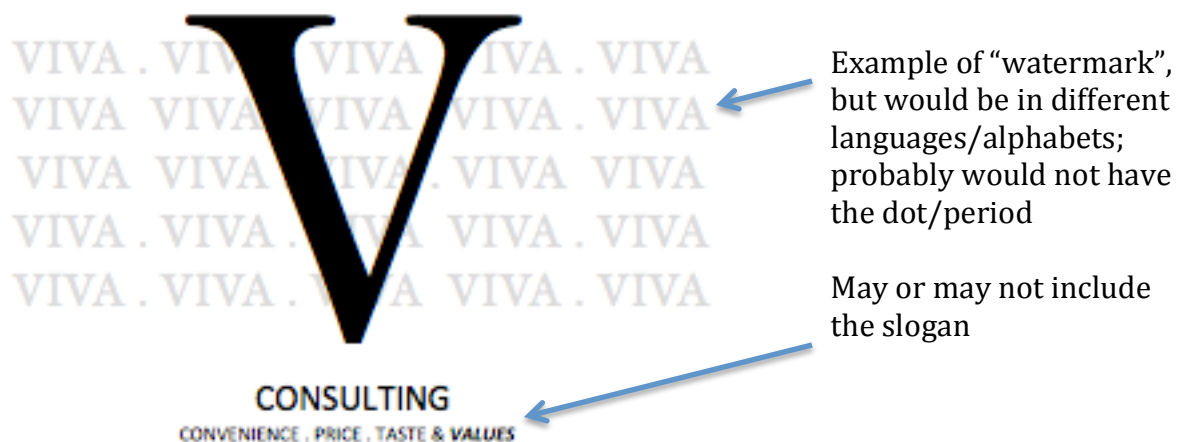
- Maybe all caps
- Simple, clean, classic, confident, clear (somewhat minimalist)
- Typewriter fonts (?)

Style:

- Like the circle idea with the lines interrupted by the words viva on top and consulting on the bottom with the V in the middle
- Seeming to prefer all caps
- Maybe have a leaf accent in the V
- May or may not include a slogan: Convenience, Price, Taste *& Values* (perhaps the V in values can be different colour and/or font)
- have the word viva in various languages in light/watermark font behind the V

Colour:

- Open to suggestions, though I am leaning towards black & white
- Kind of like Just Mayo, have a light brown background with white lettering, but the V is a light green
- Earthy green background with brown (or black) letters/words and a white V





CONSULTING

CONVENIENCE . PRICE . TASTE & *VALUES*



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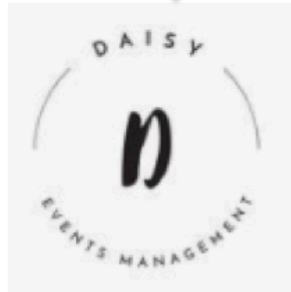
My crappy attempt to "mock up" my logo design

Examples to *potentially* incorporate into the V



Favourite V

Favourite circle design



San Francisco
NEW CENTURY
SCHOOLBOOK

Vancouver
BASKERVILLE

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

LONDON
CUTIVE MONO

EVERLY

FASHIONABLE

TOKYO