# Hi there dabu

We are happy with the design **concept**.

As you may have noticed, we are not very fussy – and we realise that it is not a lot of money we are paying, so I want to make it as clear as possible so that there are no further iterations required.

**In the brief** we asked that the design concept to be:

* *translated into a PPT master*
* *and a letterhead*
* *a banner (for our website)*
* *and a few treatments of the icons used in the design*

I will now explain each of the above in more detail:

Any tasks required are in **red font** – and the black font is explanatory.

As I explain these, **please remember** that in the brief we stated the following:

*The design 'language ' we want to adopt is:*

*Conversation bubbles*

*Graffiti*

*Hand painting*

*With the above we are trying to communicate:*

*Handwritten/ Involved/ Authentic*

*Passionate & Playful (but NOT cartoonish)*

*Smart/ Creative/Innovative*

**Task 1: Can you please change the logos to the existing colour scheme?**

I would however prefer to stick with our **original** colours.

* GREEN = RGB 97 176 128
* BLUE = R0 G120 B171

There are two (almost identical logos) – same design just a different word – see at the end of this document – or see the original file attachements.

I would like **both** logos to be submitted in at least the following formats back to me please:

* Originals (EPS)
* PNG (Hi Res & Lo Res)
* And both logos on a **transparent** background as well.

**Task 2: Create a PPT Master**

File 7 of the attached files is our current PPT Master. If you can create a master like that – referring to the ‘design language’ description above. You can reset the colours/ fonts / backgrounds etc to suit your concept.

We would plan to use conversation bubbles for text boxes I think…??

**Task 3: Create a letterhead**

**This document** is our current letterhead. Feel free to reinterpret it completely as you wish. We use Microsoft Word – and the document you create will simply be saved as a template.

**Task 4: Create a banner (for our website)**

The banner on our website is currently also the footer of this letterhead. You can see our website here: [www.ganador.com.au](http://www.ganador.com.au)

The banner must be interpreted in accordance with the brief – specifically we have said the following:

*Handwritten/ Involved/ Authentic*

*Passionate & Playful (****but NOT cartoonish****)*

*Smart/ Creative/Innovative*

**Task 5: Create a few treatments of the icons used in the design**

As you can see from the bullet points in this document, we used snippets of the design concept as bullet points for instance.

At the very least I would like the:

* Conversation bubbles (all 3 of them) as **separate image files**
* The G –icon by itself (excluding the words of the logo)

FYI- LOGOS TO BE UPDATED - EXISTING



