



COLOR SCHEME

Referencing this picture above – I really like this general look, feel, and color scheme. Please keep the same color scheme

Tree – Gold

-Cemetery lettering down below tree – in white –

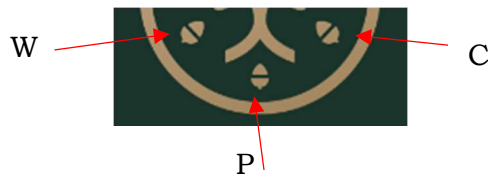
-Background – dark green – exactly like shown above

I will point out each element so that I can hopefully get a logo that has a similar look to the above, but with my company's information..

Starting at the top: The Tree:

-Honestly, if I could use that tree exactly, in that color, I would. Unfortunately, you will have to make some slight alterations to that tree to avoid copying it directly.

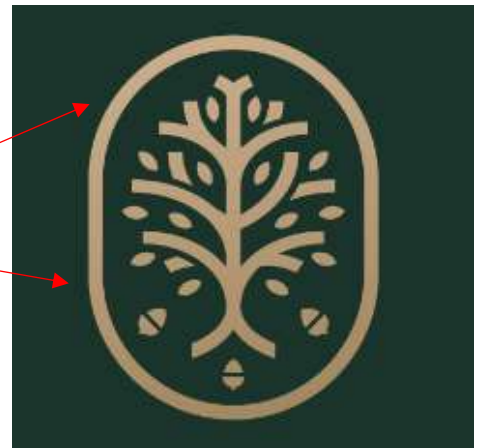
One element that I think is cool about the tree is the three acorns at the bottom of it, separated by the roots. In place of acorns, I'd like the letter W in place of the first acorn on the left, P in place of the acorn in the middle, and C in place of the acorn to the right.



I'm giving these two designs as inspiration, though my preference is the first tree.



It is important that the tree have the outline around it. To me this makes that emblem a “standalone” emblem, that can survive without the writing underneath it for the occasions when we don't want to have the lettering there.



Next Element: Washington Park Cemetery writing & EST. 1927

The name of the cemetery needs to be below the tree emblem/logo.

Font color: White

Font style: Serif of some type, in Title Case (first letters capitalized)

Font size: All the different words in the name Washington Park Cemetery need to have the same look and feel. I don't want an emphasis on one word over another, so they need to be the same size.

Presentation of words: Since the tree is more vertical than horizontal, I think we want Washington Park on one line, and Cemetery on the line below it

Your presentation of the lettering had some really good design elements – I like the font style used for Washington Park Cemetery, though I don't like that it's in All Caps.. I like that EST. 1927 is in smaller writing, in all caps, and written to the side of Cemetery – that helps to balance it out.

Please use the design you presented for the writing, just making Washington Park Cemetery Title Case, all words the same font size, and maybe making the EST. 1927 slightly larger.

