# Present logos

A gift for Agape logo will continue to be used

FoH logo is being redesigned



requirments \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* get from pdf.

# First draft of Logos (these are Agape House when they should be FoH)





Feedback:

\*\*\*\* Jen had mentined that she was interested in having a gif/movement of the tree (or butterfly) when on the website \*\*\*\*

* 1st Set of Designs:
  + Not focus on the green, as it only remains for a gift for agape. Would be using FoH, not the brand.
  + Needs more color
  + \*\*forget about the green!\*\*
* Likes the faded out back, so the tree is not the focal point. Butterflies to be the focal point as they are very symbolic to hospice care.

# Second draft of Logos



Feedback:

* Liked that explored a circular image
* Image of butterflies… the smaller butterflies will look like tiny dots if printed or made smaller. Consider how the logo will be used (i.e. t-shirts)
* Butterflies are only in a single color, opposed to a butterfly with multiple colors
* Would like to see a butterfly with multiple colors
* The last page with butterflies, like the proper color fade
* Don’t like how the name clips outside of the circle
* Don’t like the hands… already used for another charity in BDA
* Different color palettes
* Place logo in t-shirts, business card etc. for envisioning purposes
* Explore with the trees to be a darker grey (25-30%)



