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## Request for Design Services — Logo Design

### REQUEST:

My name is Vanessa Mensack, I am in need of some creative and artistic assistance for the creation of my new logo, "Soul & Sky." I am opening my first venture selling aromatherapy scented candles and handcrafted artwork. The designer of the selected logo will be recognized on my exclusive website as well as receive a cash prize!

### REQUIRED ELEMENTS:

NAME: Soul & Sky  
TAG: Aroma Art Therapy

### CLIENT SUGGESTIONS:

1. Incorporate the essence of either the day sky or night sky
2. Incorporate birds
3. Incorporate wood (bamboo), colors turquoise (or teal) and white and gold
4. Should display harmony, Zen and relaxation

CLIENT: Vanessa Mensack

DUE: FEBRUARY 5TH, 2017

All PDF logo entrees will be sent to the Client at: [vanessa.mensack@yahoo.com](mailto:vanessa.mensack@yahoo.com)

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The attached request for design services specifies the nature of the design work requested and details that are to be incorporated. Be sure to read the information carefully so that all work includes and complies with the specifics of the request. If you have questions, please present them to your instructor and your instructor will communicate directly with the client.

Every design project requires that a designer follow the accepted steps leading to good design. Be sure to follow these steps as you work to create your submission for the client.

- 1—Know assignment
- 2—Research
- 3—Thumbnails
- 4—Roughs
- 5—Final Composition
- 6—Critique

When you have reached your final design, prepare the work for presentation to the client. Place the work on a format that is easily viewed and printed by the client. Be sure that the work has been saved as a PDF or JPEG format that can be universally shared.

Recommended: 8.5x11 vertical letter format (see Adobe Illustrator template)

Logo placed centered on the page format

Full Color with PMS specification noted

Flatten and rasterize art before creating PDF

**IMPORTANT:** Do not provide editable vector art with a PDF

# SOUL & SKY

Aroma • Art Therapy

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When I first thought of starting this venture of mine, I thought to myself, “Self, I need to make sure that my products are not only going to be therapeutic, but they need to be 100% organic and non-toxic. I think we can all agree that it is very important to be safe of any harmful chemicals. I use Soy wax for my candles with organic aromatherapy oils. Unlike beeswax and citronella, Soy wax is both non-toxic and longer lasting.

Blessed for the very best

All of my products are blessed with positive energy and love. Light my candles, knowing that you’re not only giving off great aromas but blessing as well. Relax knowing that your home is being cleared of any lingering dark energy or negativity. Sage can be a little harsh and can pass for another herb (if you know what I mean) so why not switch it up and try another more welcoming approach to blessing your sacred home.

Customize Optional

Want to make any gift for your loved one or simply or yourself, a tad more special and creative? I can help you with that! You have the options to either add a metal handcrafted charm with either a maximum of three words or a graphic of your choice on it. You also have the Option to leave a word by word note that I will handwrite myself that will either be placed in or on or with the products.

