



-Pantone 367C (C:39.83 ♦M:0 ♦Y:81.47 ♦K:0)

-Pantone 2925C (C:75.88 ♦M:24.78 ♦Y:0 ♦K:0)

Logo and Business Card
Ash Creek Art Center

In creating this logo I wanted to focus on the structured learning of the arts while displaying a creative artistic concept. The structure of this logo is meant to represent the firm continuation of the Art Center for future generations while the color is meant to symbolize the community. The green and blue used in this design are to bring forth the rich summer grass that grows around the cool waters, as the blue is to symbolize the summer sky. I aimed for rich tones to bring forth a more inviting feeling for the viewer so that it might encourage them to enter and take interest in the Art Center.