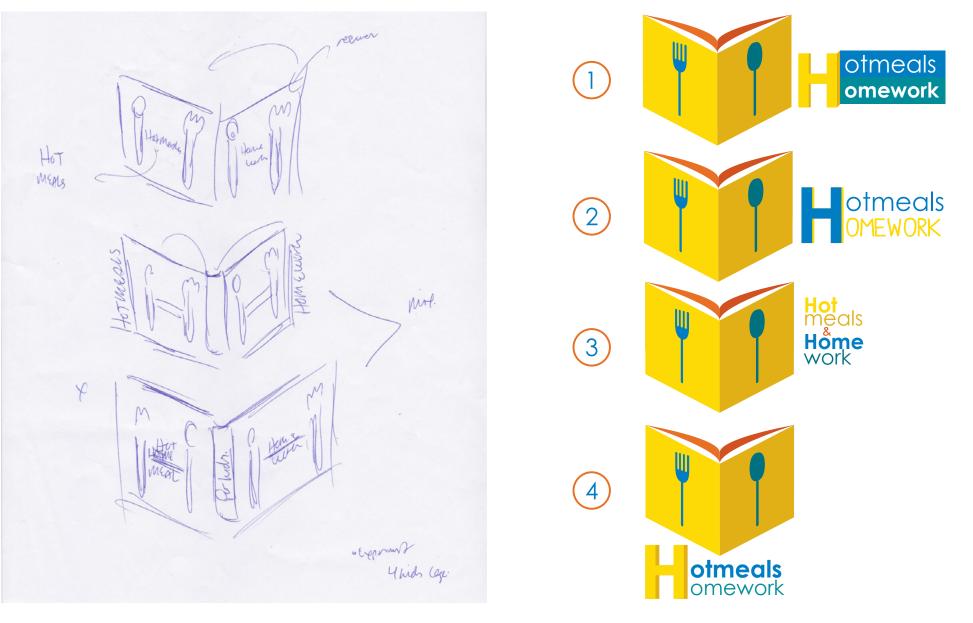


Logo Design

ForKids This organization wanted me to update there logo, by simplifying and making it more modern.

Norfolk, VA Spring 2014

Mark Anderson (M Portfolio



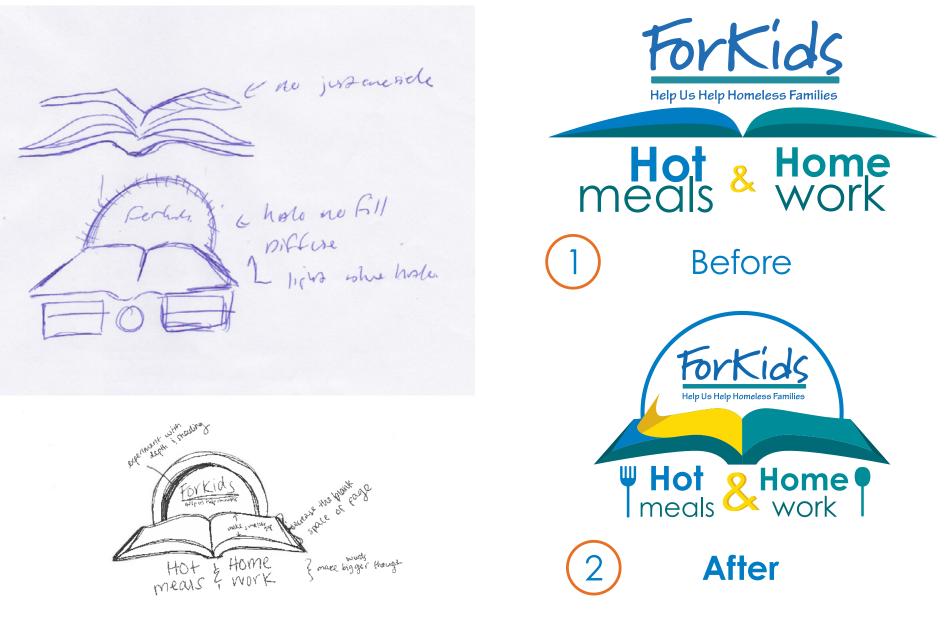
First Vision

ForKids I went to the essence of the logo, focused on a "books" and "food". I used colors from the Forkids Norfolk, VA identity guide. In the beginning I wanted the image to stand alone without nesting the type. Spring 2014



Second Revision

ForKids The design team leader desired all the info to be compressed into the "book" design.Norfolk, VA Arguably, I had a difficult time.Spring 2014



Final Design

ForKids I had to work through multiple iterations until we settled on an "open book" design. The finalNorfolk, VA design was a drawing from the design team leader.Spring 2014