A*T*B

Develop a brand logo that represents you (*an original*).

     For my logo I chose to go with my first, middle, and last name initials. I felt that this is what best represents me and my brand. I chose to go with the Edwardian Script ITC font due to its soft, elegant and romantic look. The font has a lot of feminine energy to it, with its soft curved lines. It represents playfulness, gentleness, as well as still being authentic, resembling old writing. Something I've admired since I was a little girl. According to ITC (2017):

     "In 1994, Edward Benguiat designed ITC Edwardian Script, an emotional, lyrical, even passionate calligraphic typeface. Its appearance was influenced by the look of writing with a steel pointed pen, an instrument which can be pushed as well as pulled, and which produces stroke contrast when pressure upon it is varied. The delicate, sophisticated letterforms of ITC Edwardian Script font were drawn and redrawn until the connective elements of the letters were perfected to create the look of true handwriting" (ITC, n.d).

     The stars that separate my initials from one another represent the five letters in my first name. It also represents how I want to stand out and be unapologetically myself at all times. The color forest green that was chosen not only represents my favorite color, but it is: "…reminiscent

of various greeneries in nature. This versatile hue is associated with freshness, growth and balance. Because it is associated with the environment, the color Forest Green is frequently used in designs that support the earth and its ecosystem" (Designs, n.d). Everything that forest green represents are all the reasons why it was chosen. Especially due to me trying to be eco-friendlier and more conscious of my carbon footprint.

References

Designs (n.d). *All You Need to Know About Forest Green.* Designs. Retrieved on April 17,

2021 from https://designs.ai/colors/color-meanings/forest-green

ITC (n.d). *ITC Edwardian Script™.* Fonts. Retrieved on May 8, 2021, from
https://www.fonts.com/font/itc/itc-edwardian-script/story