DREAMCATCHER
P U B L I S H I N G

MISSON STATEMENT:

Dreamcatcher Publishing is a company that produces a variety of books that empower creativity and generate deeper level thinking. Dreamcatcher strives to produce high quality books for a variety of audiences who are at different stages of their lives. Each colored part of our logo is representative of the different works our company creates. It begins at a young age where adolescent consumers purchase coloring books and dreamcatcher kits.. It takes our consumers through diffenrt phases of their lives with themes including: thought leadership, self empowerment, creative development, creativity in the workplace, dream development, fictional stories, creativity in art, and self expression.

TYPOGRAPHY:

Coolvetica The typeface featured in the design is primarily Coolvetica, a font that can be downloaded via DaFont.com. The two words, "Dreamcatcher Publishing" use the Coolvetica font in regular at different weights, as well as, different kerned text. All text featured in the logo is capitalized.
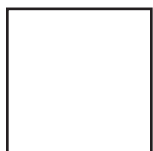
COLORS:

Throughout the logo and other branded materials there are 10 colors used in the main version of the logo. Other varied versions will use one or two colors depending on the purpose and size of the logo and or branded piece.

CMYK: 0, 0, 0, 100
RBG: 35, 31, 32
LAB: 12, 1, 0
HSB: 346.5, 10.67%, 13.74%

CMYK: 85, 10, 100, 10
RBG: 0, 148, 68
LAB: 53, -50, 31
HSB: 147.76%, 100%, 57.94%

CMYK: 0, 0, 0, 0
RBG: 255, 255, 255
LAB: 100, 0, 0
HSB: 346.5%, 0%, 100%

CMYK: 85, 50, 0, 0
RBG: 27, 117, 188
LAB: 47, -6, -46
HSB: 206.43%, 85.37%, 73.71%

CMYK: 15, 100, 90, 10
RBG: 190, 30, 45
LAB: 42, 61, 35
HSB: 354.43%, 84.12%, 74.65%

CMYK: 100, 100, 25, 25
RBG: 38, 34, 98
LAB: 17, 17, -38
HSB: 243.86%, 64.88%, 38.25%

CMYK: 0, 90, 85, 0
RBG: 239, 65, 54
LAB: 55, 65, 47
HSB: 3.44%, 77.33%, 93.76%

CMYK: 75, 100, 0, 0
RBG: 102, 45, 145
LAB: 31, 39, -46
HSB: 274.34%, 69.2%, 56.78%

CMYK: 0, 50, 100, 0
RBG: 247, 148, 29
LAB: 71, 32, 70
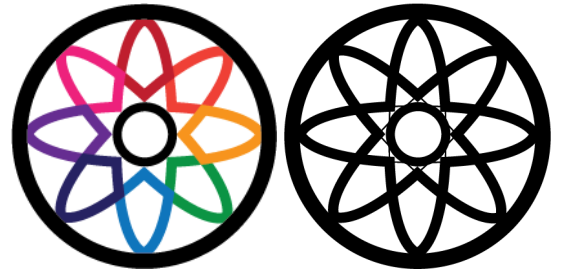HSB: 32.54%, 88.08%, 97.04%

CMYK: 0, 95, 20, 0
RBG: 238, 42, 123
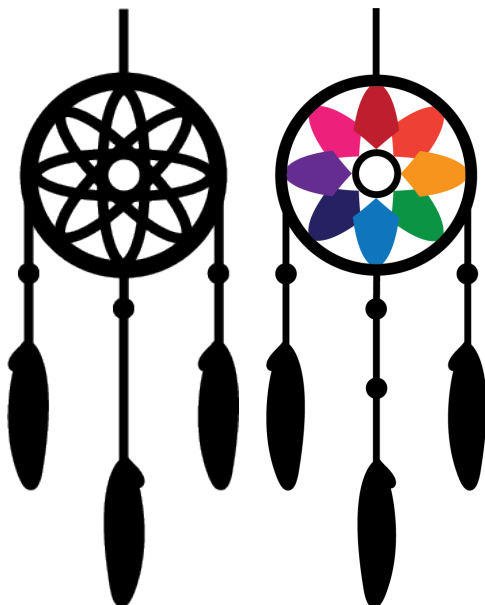LAB: 54, 74, 5
HSB: 335.1%, 82.24%, 93.15%

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Standard Logo:

Image Only:

Other Variations:

Text Only:

SIZES:

Standard Vertical: 232px x 700px

Standard Horizontal: 297px x 148px

Image Only Circles: 207px x 207px
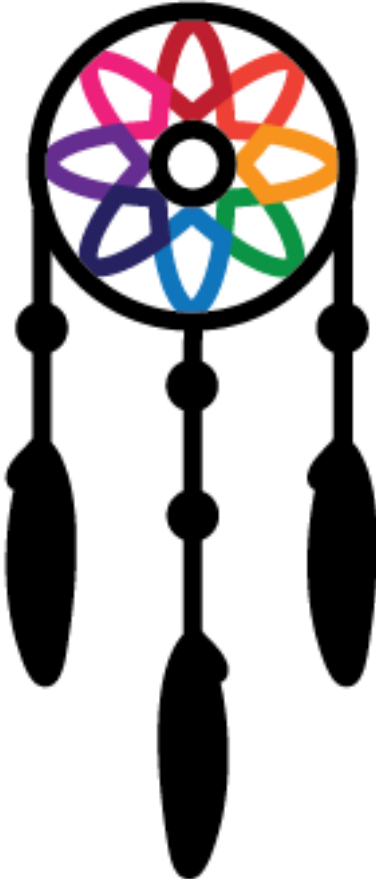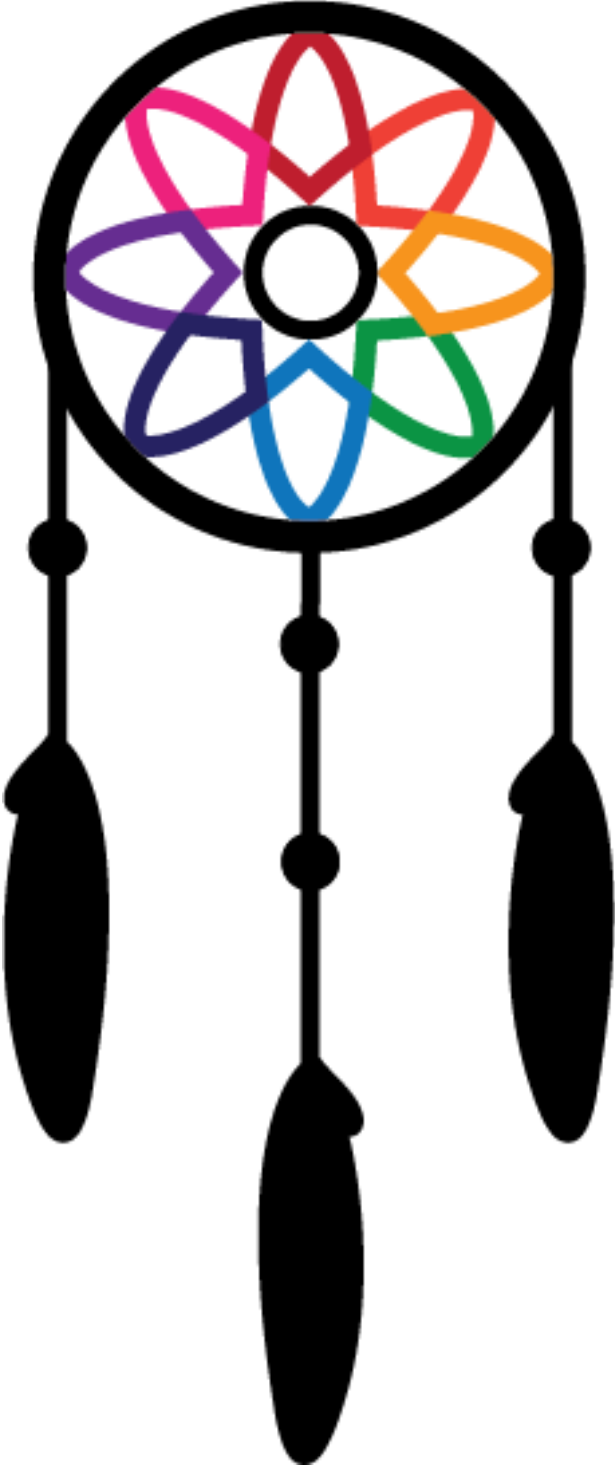
Image and Short Text: 649px x 300px

Dreamcatchers (BW/Color): 229px x 605px

Text Only: 657px x 149px

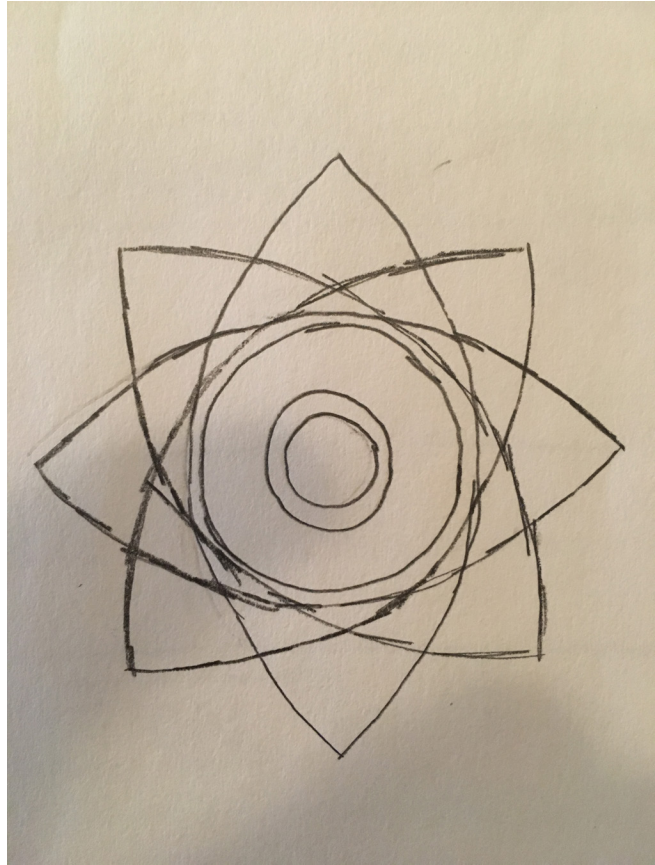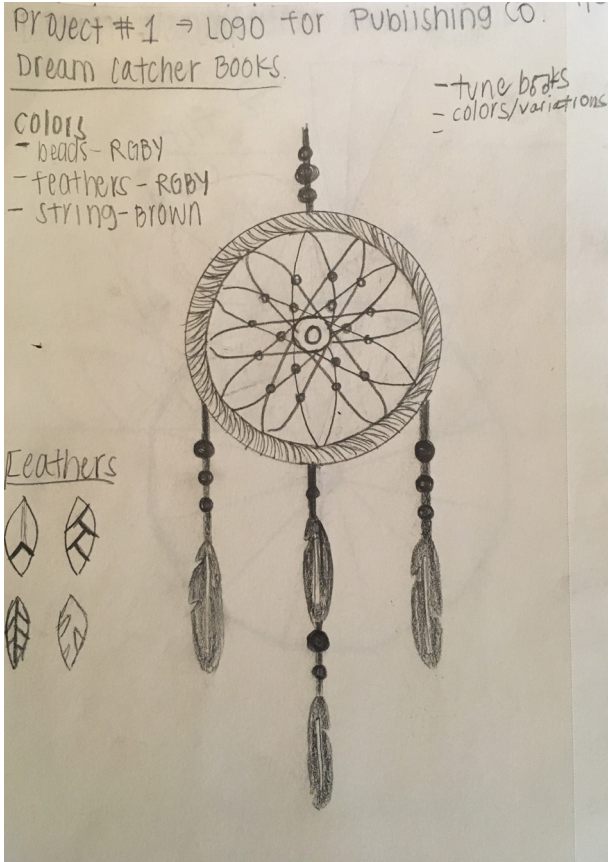**Text Only Square:** 275px x 174px

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SCALABILITY OF LOGOS:

DREAMCATCHER
PUBLISHING

SKETCHES AND LOGO DEVELOPMENT:

INITIAL SKETCHES:

These initial sketches were made before drafting on Adobe Illustrator began. They show the detailed design that has been transformed to a more simplistic and non-photorealistic design.

ADOBE ILLUSTRATOR SKETCHES:

The five images featured above show the initial sketches and designs I made on Illustrator. They feature a variety of detail, colorl, and text. They show how my creative process was completed and how the final design and text were made. Final design aide also came from the initial critique that was made during class time.