

TEMPLE/MANTRA/BLESSED JEWELRY CORPORATE IDENTITY DEVELOPMENT PRESENTATION v.1

The following pages contain 3 families of “logos” for the corporate entity of Temple and its 2 product lines, Mantra and Blessed Jewelry.

These logos are presented in B&W as part of the first stage of development. Color at this stage would distract from a clear evaluation of each mark and how they perform at different sizes and with varying degrees of attention on the part of the viewer. Color selections will be made for the approved family as a later stage of development.

According to the current direction for the Marketing Plan that is being developed these are the criteria for the development of the corporate identity.

Target Audiences

	People who...
Temple	...want more education in spirituality and or healing.
Mantra	...want a moisturizer for all-around use that they can trust as well as believe in.
Blessed Jewelry	...appreciate African art and Jewelry, who want something unique and spiritually meaningful.

Key Messages

Temple	Come to Temple to regain your natural balance by learning to heal yourself.
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Mantra	Use Mantra Body Products to moisturize and actually bless your skin and body.
Blessed Jewelry	Wear Jewelry that is not only beautiful but actually relates to and works with your body's energy system.

Execution Tone & Manner

All marketing materials and efforts should convey...

Temple ...the possibility of *Enlightenment*

Mantra ...the fulfillment of the *Senses*.

Blessed Jewelry ...*Beauty* and additional *Spiritual Benefit*.

The idea with these “families” is that each logo retains a connection to the other logos in the business, while remaining unique. You’ll see three different looks and approaches and three different ways of unifying the marks.

Please review the options presented here and select 1 family as the chosen design for your new logos. If you find yourself torn between two families or believe that a bit of mixing and matching might be appropriate, by all means note that and include that with your written feedback.

According to our agreement, please take no more than approximately 2 days to respond with feedback. This is a soft timeline meaning that if it takes you longer to come to a decision or develop feedback, that’s okay. But please try to keep it close to this timeline to keep the project moving ahead as efficiently as possible.

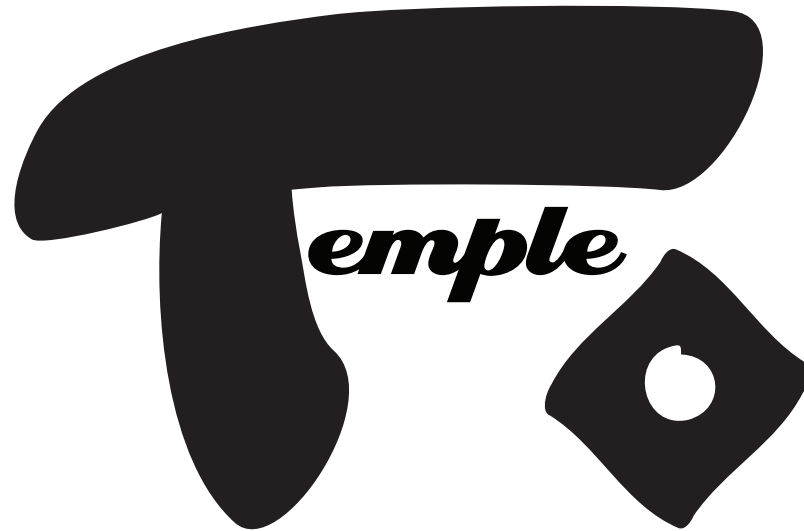
The nature of these options is that technically they are in a rough form and so some revisions and technical tweaks are in store for the family selected as the approved designs, in addition to any revisions your feedback may ask for.

Please email your feedback or approval to meltoncartes@mac.com.

If you have any questions or would like to discuss what you see here, feel free to email me or call me (415-621-6501).

Thank you.

Family 1



Family 1

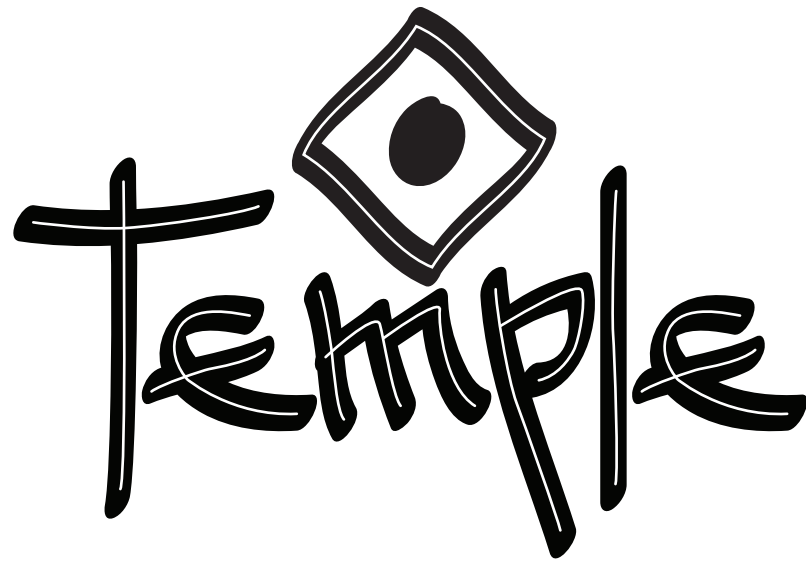


Family 1

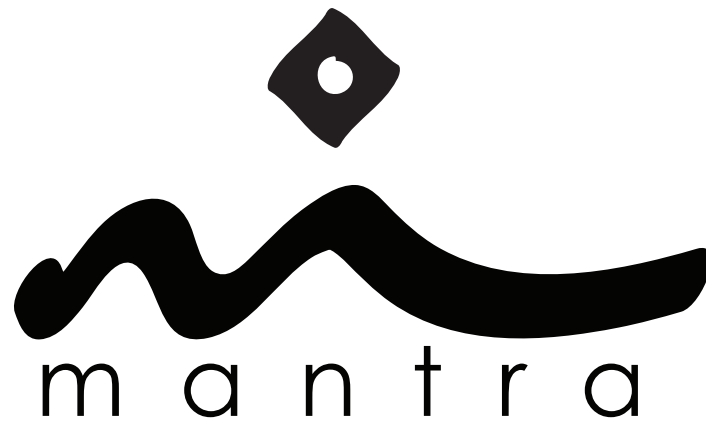


Family 1

Family 2



Family 2

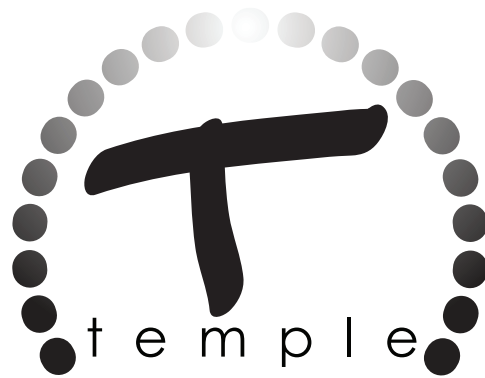


Family 2



Family 2

Family 3



Family 3

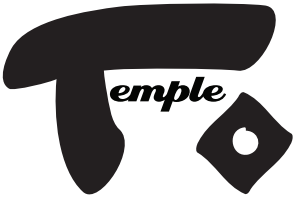


Family 3

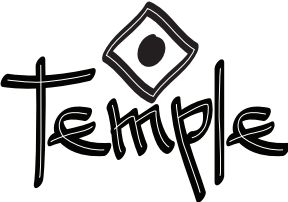


Family 3

Summary



Family 1



Family 2



Family 3