

TEMPLE/MANTRA/BLESSED JEWELRY CORPORATE IDENTITY DEVELOPMENT PRESENTATION v.3

The following pages contain Family 3 with the following revisions: a dot above the dip in the "M" of the Mantra logo and color recommendations.

The dot solutions are only shown on page 4, awaiting your approval. Otherwise, the rest of the iterations of the Mantra logo here do not display a dot. Once you've approved the dot for the Mantra logo, it will be added to the approved solution.

The colors are fairly consistent in that my instincts for each the logos are green or possibly gold for the Mantra logo, red for the Temple logo and blue for the Blessed Jewelry logo. With this guidelines you'll see several variations on the following pages.

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
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learning to heal yourself.

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*.

Please review the options presented here and select 1 solution as the chosen design for each of your new logos.

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.

**Mantra
with dot**



italic dot



circle dot

Family 3 - Mantra logo with 2 dot options

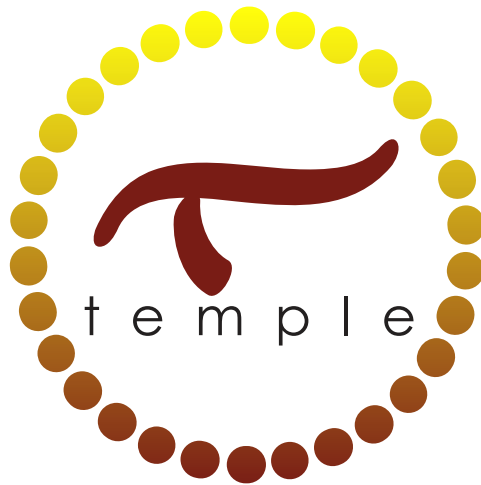
Family 3 with Color



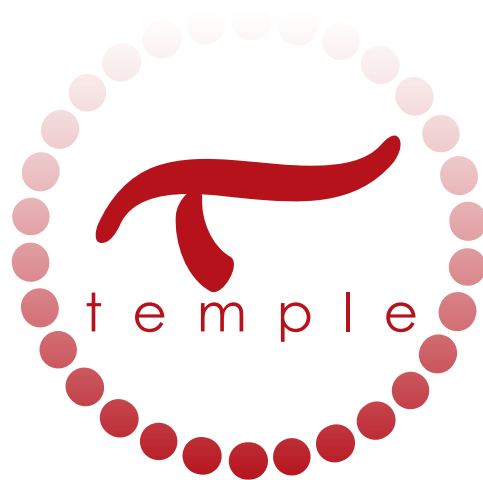
Variations on Green, Red and Blue with muted circle



Variations on Green, Red and Blue with 3-color (light, medium, dark) circle



Green, Red and Blue with gold and red circle



Monochromatic, Orange/Yellow, Red and Blue and Green, Red and Blue

Summary

