

# TEMPLE/MANTRA/BLESSED JEWELRY CORPORATE IDENTITY DEVELOPMENT PRESENTATION v.4

The following pages contain Family 3 with the monochromatic color treatment (2-color circle gradations instead of 3-color) and a gradation that matches the speed of the B&W "M-dot" Mantra logo's gradation.

The following pages are divided into an upper and lower section. The upper section shows the logos against white or a "light" background.

The lower lower section shows the logos against a black or "dark" background." The white half circles you'll see there are not a design recommendation, only a tool to show how each logo could be "assisted" to be more legible against a dark background. There are more ways of assisting a logo on a dark background other than a simple white circle container. But those specifics can wait for now.

My recommendation is to consider having the Mantra logo have one color version as opposed to having a Black version for lighter backgrounds. Black is very heavy and seems to miss an opportunity to express something that could be helpful here. Of course, if we want to pursue a label solution that plays off of the blackness of the bottles, then Black could work.

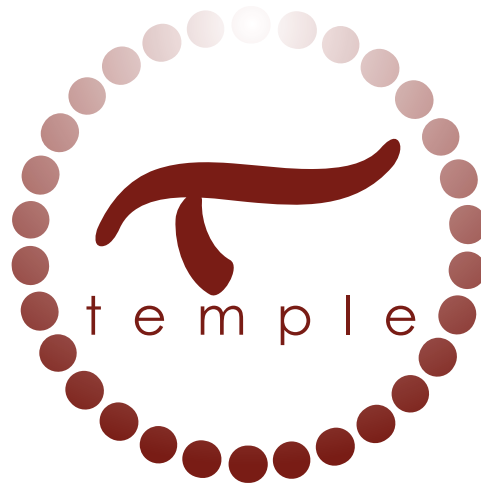
I think you'll see that color of course stands up nicely against a dark background and gives a hint at what is possible with these logos.

The second to last page contains one group of logos with a slight alteration to the circles. It started to occur to me that perhaps the size of the smaller circles (the "pearls") in the current versions were perhaps competing with the logos. Therefore, I've included a version with smaller "pearls" as a topic for consideration.

Please email your feedback or approval to [meltoncartes@mac.com](mailto: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.



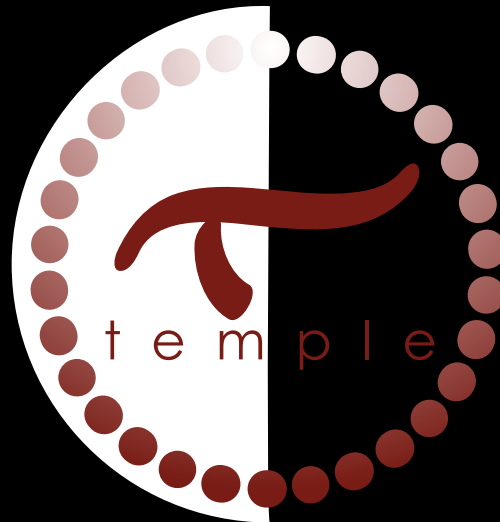
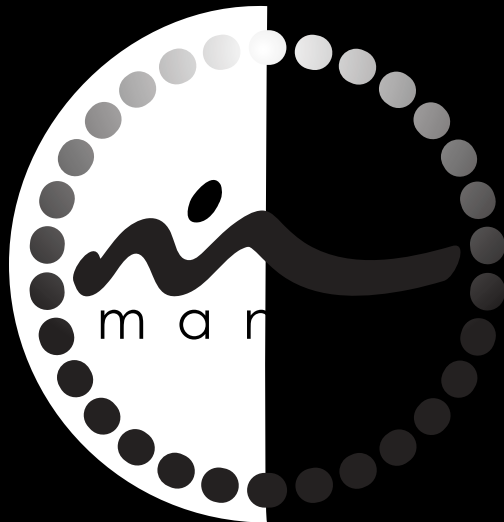
B&W



Dark Red



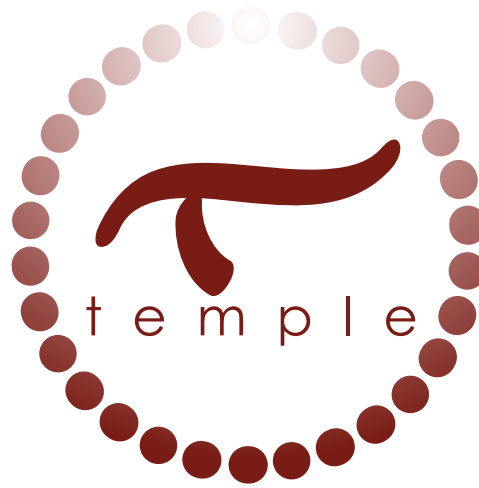
Dark Green



**Family 3 - Monochromatic with adjusted gradation to match "M-dot Mantra" logo.**



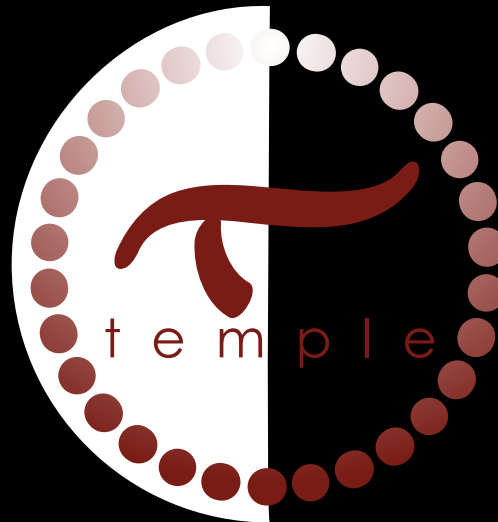
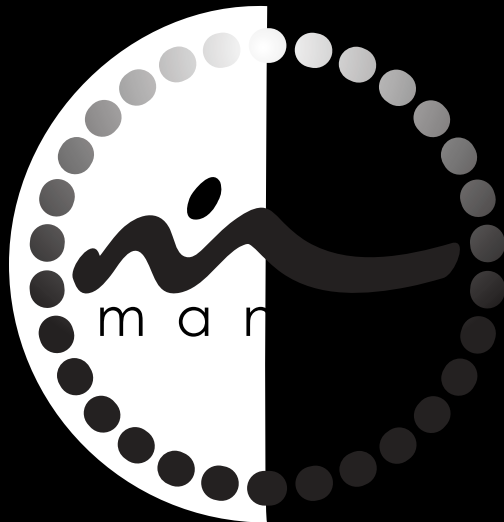
B&W



Dark Red



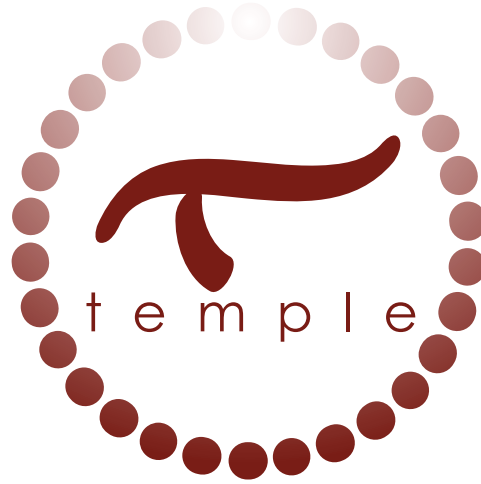
Darker "Cucumber" Green



## Family 3 - Monochromatic, Darker Green



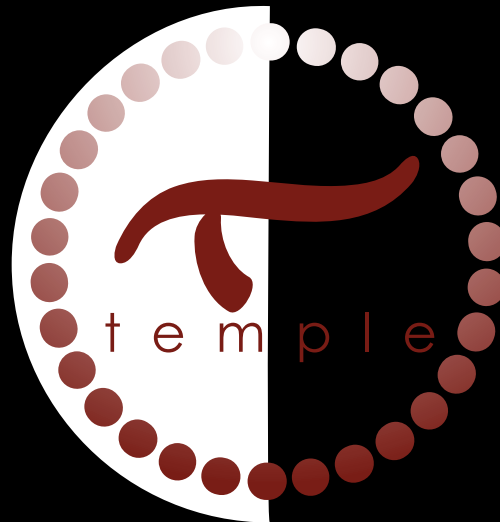
"Golden?" Brown



Dark Red



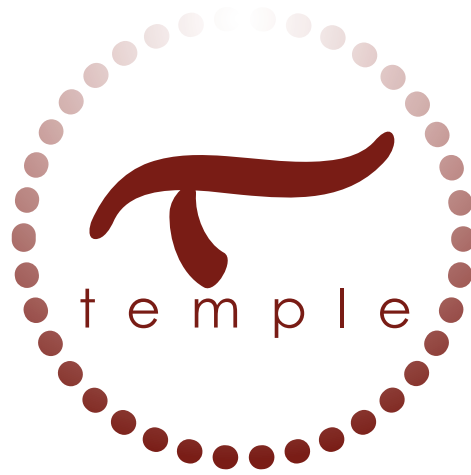
Dark Green



## Family 3 - Monochromatic, Darker Green



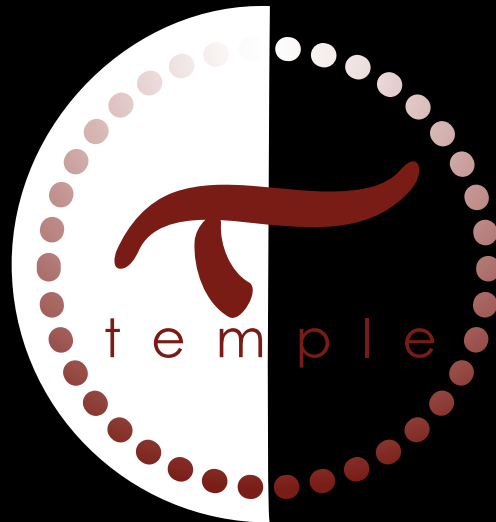
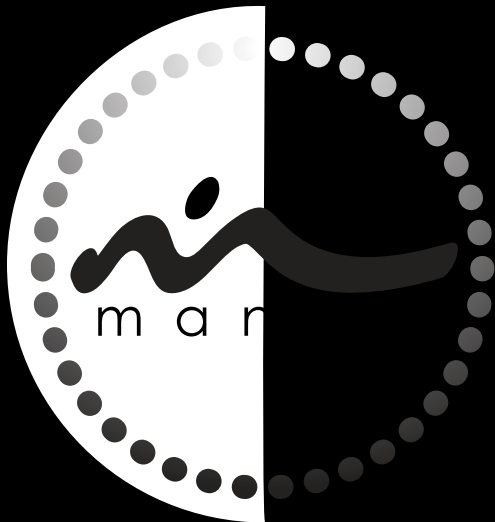
B&W



Dark Red



Dark Green



## Family 3 - Smaller circles

# Summary

Dark Green



Darker Green



Golden Brown/Dark Green



Smaller Circles

