Introduction

My company, Being Creative, was founded in 2013. I was just a normal twelve year old girl bored in class, doodling on a piece of paper. “Brringg!” I was in such a hurry to get home I ran out of the room, binder half open, dropping most of my papers including the one I was doodling on. I was desperate to get home so I wouldn’t be late for my soccer game, so, I didn’t really care about the dropped papers.

After the game, my mom had told me that someone had called, asking for me. I picked up the phone and pressed the “call back” button. “Hello, this is Audrey.” ”Hi, it’s me, Megan, from school. I saw you drop all those papers today and I have them with me now. Do you want them back?” “No thanks I don’t really need any of those papers.” “Ok”, Megan replied. “I found some sketches in the pile, though and I thought they might be great logos for my girl scout troop.” She must have been talking about my doodles. “I think you’re a really good logo designer”, she continued. That day was the day that I decided to create a logo designing company. And after all these years, I still give her all the credit for giving me the idea. Not only that, but now, Megan owns the most successful girl scout troops in the world.

At Being Creative, we design logos for you that stick for a long time, most likely make you successful, and that you, your friends and family will hopefully love.
The font I used and am using is called, “Optima.” I chose it, because, I was looking for a plain-ish type and this just seemed to work. I also used a type called, “Zapfino”, because it’s cursive-ish and fun.

Optima BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Zapfino
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Optima REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
The Being Creative logo is made up of red, brown, tan, grey, and black. These colors were chosen, because I think they just suit my logo.
My logo is a paintbrush with paint on the end of it. It’s supposed to symbolize the creativeness of my company. The reason I chose a paintbrush is because, when I think of logo designing, I think of art. And when I think of art, I think of paintbrushes.
The Being Creative logo is displayed in the middle of the first side of my business card. Underneath the logo is my slogan or catchphrase. When you flip it over, it shows my contact information. In the background, there’s the brush from my logo in really low opacity.
Letterhead

My letterhead shows my logo and slogan in the upper left-hand corner. In the middle of the page is a watermark of my logo brush. On the bottom, it shows my company address, phone number, and website address.
Envelope

My envelope shows my logo and slogan in the upper left-hand corner. Under that, it shows the return address of my company. Right by the return address, there are three lines for the destination address. In the upper right-hand corner is a stamp.
I chose a gift certificate for my forth item. On it, you fill in who it’s for, and the amount your giving them. In the four corners, there are little brushes. In the background, it shows my logo brush in low opacity again.
Glossary

**CMYK - Cyan, Magenta, Yellow, Key (Black)**
A printing method which uses four colors to represent the entire spectrum.

**Opacity** - The transparent percentage of color.

**Slogan** - A saying, catchphrase, or motto.

**Logotype** - The specific typographic construction of the harmonious change logo.

**Symbolize** - To represent.

**-ish** - Sort of, Kind of.

**Watermark** - A recognizable image or pattern in paper that appears as various shades of lightness/darkness when viewed by transmitted light.

**Point** - For designating type sizes.