Assessment One, ICTWEB305

2021

Radostin Vasilev

Business Letter

To: Tabatha’s Ultimate Fertilizer

Attn: Tabby Green

Address: Lot 2450 Howard Springs Rd, Howard Springs PO, 0835

Tabby,

As per our discussion we concluded that you require the advertisement to contain an image that promotes healthy growth. Also, we both agreed that your business needs a fresh new look which will appeal to the national hardware store chains. It needs to be instantly recognisable and set your product apart from the rest.

With the collage of photos that I am presenting to you as a logo in different sizes suitable for use on different social and web platforms I am trying to be simple as possible and in the same time to communicate to the public a healthy, simple, fresh growth ideas.

I am trying to achieve this by using a profile of a not specified chicken, that hints to the origin of your fertiliser, then I positioned a picture of a good soil in the centre of it and a healthy green plant growing up in it.

I used an underlined text for your logo abbreviation that gives a stylish computerised look to the logo, as in my research I concluded that this type of font give security to the client that the brand is safe, branded, trustworthy, sort of coming out of the factory.

The full text of your fertilizer is included in the feet of the chicken in a simple font, without any special colouration, in a spiral like, eccentric orientation and yet conforming with the standard understanding of typing text. Research shows that this would attract attention without the aftertaste of displeasing the eye with too much off the standard.

As a general rule I tried to be symmetric and to maintain one unified style of amalgaming images with text.

My research was performed solely on Google. As this source is open and doesn’t guarantee any fact, I have used my sense for art and experience to complete your ideas in the sense of creating this logo.

Please, find attached all the documents and don’t hesitate to contact me for further discussions.

Sincerely,

Radostin.