

# VERSION 2

Deb,

Attached are fourteen design variations based on the final 3 designs you choose.

Please refer to the document *Version\_2\_Revisions\_4H\_200918.pdf* for the specific design revisions in this round. (Also summarized below)

- “A” has 4 variations on a single page. The original kids were used in just one design variation. They had a zombie-like quality that I felt could be improved upon.
- “B” has 4 variations on a single page. Colors are the only variation in this design.
- “D” are all on individual pages since each design contains significant variation.

I’m excited to hear your thoughts!



Christopher Rochester

## Version 2 Revision Brief

All designs should include the following revisions.

- ONLY use the tagline, “Empowering Today’s Youth”. Move it up above the mounting holes.
- DO NOT include the 4-H logo within the Ariz-na. It needs to stand alone.
- The Hs in the logo need to be a solid color according to the USDA guidelines. Page 14 [LINK](#)
- Multiple color studies should be presented for each design.



**A** - Explore color options including teal children. Could there be another image of children standing more upright, or less evolutionary looking? Do not use rainbow coloring.



**C** - Explore various colors for the background. Add elements to the repeating pattern, eg: a rocket, beaker, science and computer tech. Provide separate pattern image for evaluation.



**D** - Focus on this design. Include a new cactus option, more visible child, night sky with 4-H themed constellations. Try color options similar to other revisions. Present at least one dark night sky. The overall theme is aspiration within a Sonoran Desert theme.



DATE

September 25, 2020



PROJECT

4-H License Plate



CLIENT

The Arizona 4-H Youth Foundation



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520-440-9663



A1



A2



A3



A4

OPTION: **A**



C1



C2



C3



C4

OPTION: **C**




OPTION: **D1**





OPTION: **D2**


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OPTION: **D3**


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OPTION: **D4**


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OPTION: **D5**

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The logo for F. Christopher, featuring the name in a white, cursive script font inside a white, rounded rectangular border.





OPTION: **D6**

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