

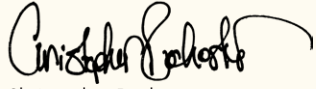
VERSION 1

Deb,

Attached are nine initial license plate designs. I have used varying taglines and logo placement according to the design brief. Feel free to suggest alterations or mash-up combinations.

As requested, there are two designs without a clear link to 4-H. I think the buffalo plaid looks particularly cool.

I'm excited to hear your thoughts!



Christopher Rochester

VERSION 1 DELIVERABLES:

Nine (9) concept mockups. Varied tagline and logo placement.

PROJECT BRIEF:

Create three (3) finalized and to-spec license plate design options for the Arizona 4-H Youth Foundation. Follow the 4-H branding guidelines while creating an engaging eye-catching design that evokes the spirit of 4-H.

Use the tagline "Empowering Today's Youth" or "Head, Heart, Hands & Health". Use the logo either alone, or as the "O" in ARIZONA. Use imagery that evokes, growth, youth, a journey, progress, the natural world, the Sonoran desert, etc. The FFA barn wood design is very popular. What can 4-H do similar, but different?



DATE September 14, 2020



PROJECT 4-H License Plate



CLIENT The Arizona 4-H Youth Foundation



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520-440-9663



OPTION: **A**



OPTION: **B**



OPTION: **C**



OPTION: **D**



OPTION: **E**



OPTION: **F**



OPTION: **G**



OPTION: **H**



OPTION: **I**



OPTION: **A**

The logo for F. Christopher, featuring the name in a stylized script font inside a white-bordered, rounded rectangular frame.



OPTION: **B**





18 USC 707

OPTION: **C**





OPTION: **D**





OPTION: **E**

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



OPTION: **F**

The logo for F. Christopher, featuring the name in a stylized script font inside a white-bordered, rounded rectangular frame.



OPTION: **G**





OPTION: **H**





OPTION:

