

A dark blue, irregularly shaped graphic with a splatter effect, resembling a watercolor blot or ink splash. The shape is roughly circular but has jagged, feathered edges. The text "Images & Logos" is centered within this shape in a white, sans-serif font. The background is white with scattered dark blue specks and faint splatters, suggesting a textured or artistic surface.

Images & Logos

MIT researches
conducted a study to
find out which images
are most memorable

- #1 most memorable – Human-Scale-Spaces and close ups of objects not far behind.

Last Place – Natural Landscapes – unless they feature an unexpected element such as an unusual rock formation

Human Scale
Image Example



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Google Search – Free Photos

There are a lot of options to Fine Royalty free photos on the Web.

Pixabay.com is one of the Best I have found.

Take Your Own Photos

- Always be looking for an image or scene that tells a story you want to tell
- Go to the park and take pictures of people
- Practice editing
- Learn Photo Shop or other editing software

What your Color says about you:

- White- purity, clarity, peace, cleanness, simplicity
- Yellow- cheerful, optimism, friendliness
- Pink- sincerity, nurturing, warmth
- Red: excitement, love, passion
- Orange- lively, energetic, extroverted, sociable
- Blue- competence, intelligence, communication, trust,
- Brown- seriousness, reliability, support
- Black- sophistication, glamour, power, dignity
- Purple- luxury, royalty, authenticity, quality
- Green- nature, security

Filter

- A 2015 study found that using a filter on an image on social media sites increased views on the photo by 21% and comments by 45%
- **WHY**
- Increase in contrast and exposure which highlights objects and bring out color is more appealing.

LOGOS

- Should be unique & easily recognizable to people about your business
- Have your colors incorporated into the design
- Make sure you have various formats of design
 - JPG
 - Transparent
 - EPS (Encapsulated Postscript)
 - PDF
 - AI (Adobe Illustrator)



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Search – Logo Creation

GARR Website Data Sheet

Organization Name:

Address:

Contact Phone Number:

Contact Email:

Website:

Who do you serve?:

What are your prices?:

Tag Line:

Description of Program: 2 – 3 paragraphs describing your program and it's services

Mission/Vision Statement:

Unique Services or Specific areas of care you provide:

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SUMMIT

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todd@thearches.org