

# Mind Map

Lori Capron Galan

LORI CAPRON GALAN

loricaprongalan

creative designer  
underrated professional/polished

glasses pencils art brushes

westie! kayaking trees/outdoors <sup>new</sup> England

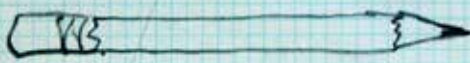
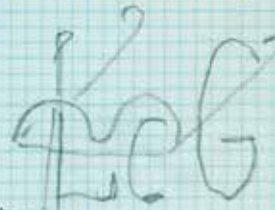
seashore waves humor ret tech  
old school

wax stamp (antique) letterpress  
ink-stamp pad

11-3-15  
LOGO IDEAS  
1/3

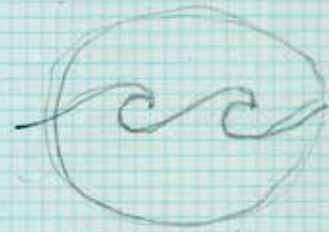
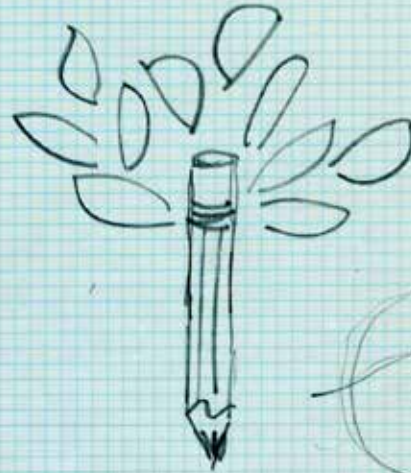
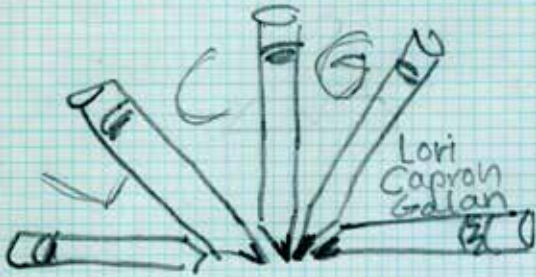
LCG

l.c.g

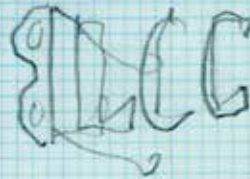


# Pencil Sketches

11-3-15  
LOGO IDEAS  
2/3



↑ rubber stamp



LORI  
CAPRON  
GALAN

LORI | CAPRON | GALAN

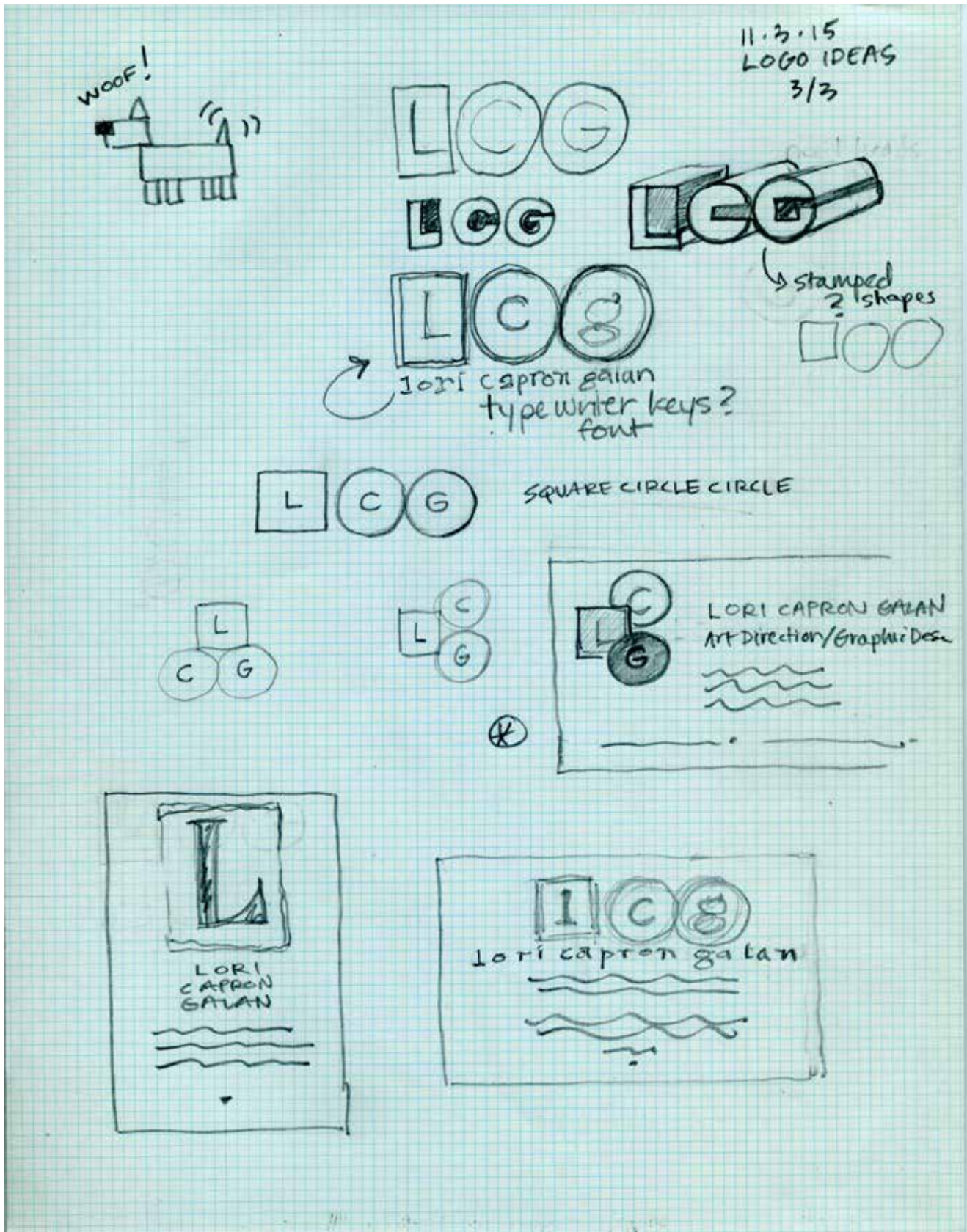
Lori  
CAPRON  
GALAN

Lori Galan

Lori  
galan

L.C.G.

# Refined Pencil Sketches



# Digital Variations

FONT SELECTION

**L C G**

LORI CAPRON GALAN



**L C G**

LORI CAPRON GALAN



**L C G**

LORI CAPRON GALAN



**L C G**

LORI CAPRON GALAN



# Digital Variations

SHAPES & PLACEMENT

L L



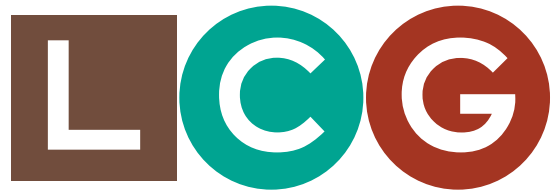
# Final Logo

B&W/SIZING



# Final Logo

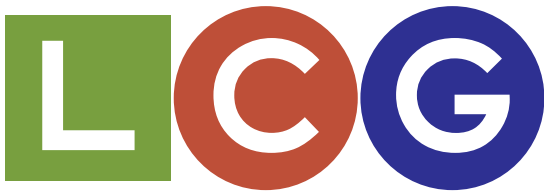
COLOR





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## FINAL COLORS

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 C=58.72 M=19.7 Y=100 K=2.93  
R=120 G=159 B=63

 C=0 M=75 Y=75 K=25  
R=190 G=79 B=63

 C=100 M=100 Y=0 K=0  
R=46 G=49 B=146



 50% BLACK

 70% BLACK

 100% BLACK

# Card Variations



LORI CAPRON GALAN  
Art Direction | Graphic Design

585.703.2817

10 Clifford Street Fairport, NY 14450 | Lgalan@rochester.rr.com



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# Final Business Card



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# Business Card Hard Mock

