



# Corporate Identity Arons Crusade

Designed by Sylvia Berresford  
& Sara Willis-Jones

Life, love, work, dreams and sunsets in a logo??????



Hat.



Arons Crusade



birds  
freedom  
flying

arons  
Crusade



Arons Crusade



Typo.



Arons

arons crysade

Sunset.

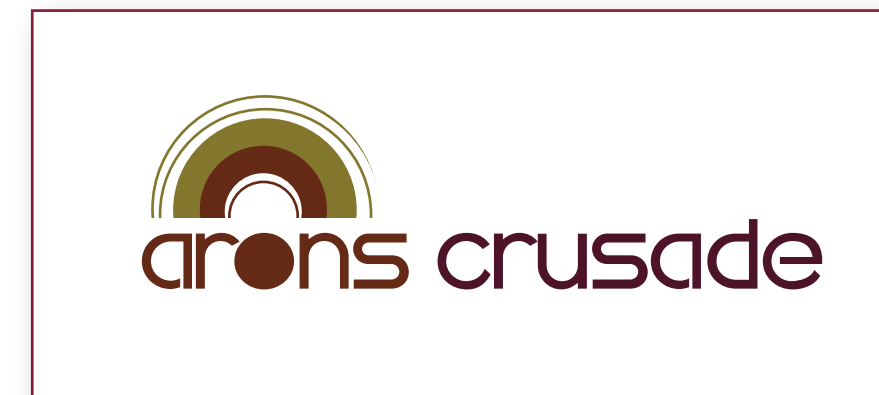
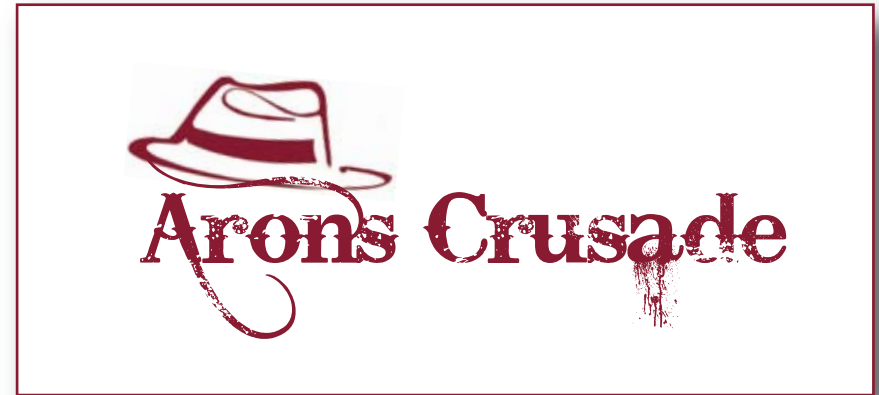


arons crusade

## Arons Crusade Draft Logos

Five logos were drafted for Tim.

Out of the six logos he decided to go with a combination of the logo directly below with the hat logo.

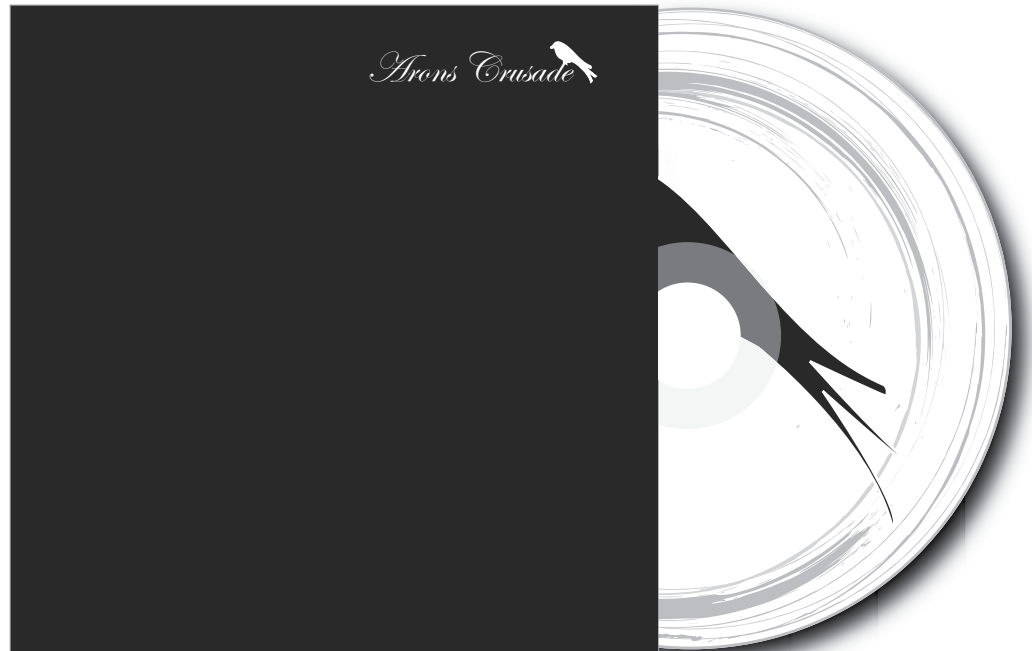


## Arons Crusade Draft CD Covers

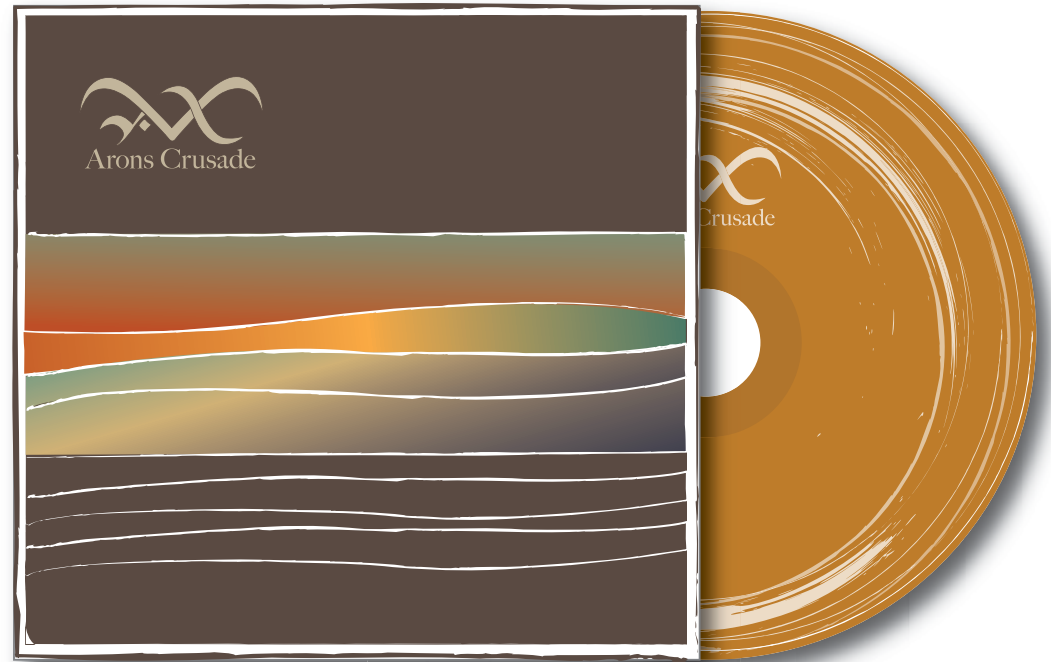
We mocked up five options of CD draft designs.

We had the second meeting with Tim to discuss the direction we were going to head in. We were hoping to get some new photos of the band at this stage so we kept the design simple. Tim is still chasing that up for us.

It was later decided to go with Option 1 CD Cover, the sunset on a brown background.

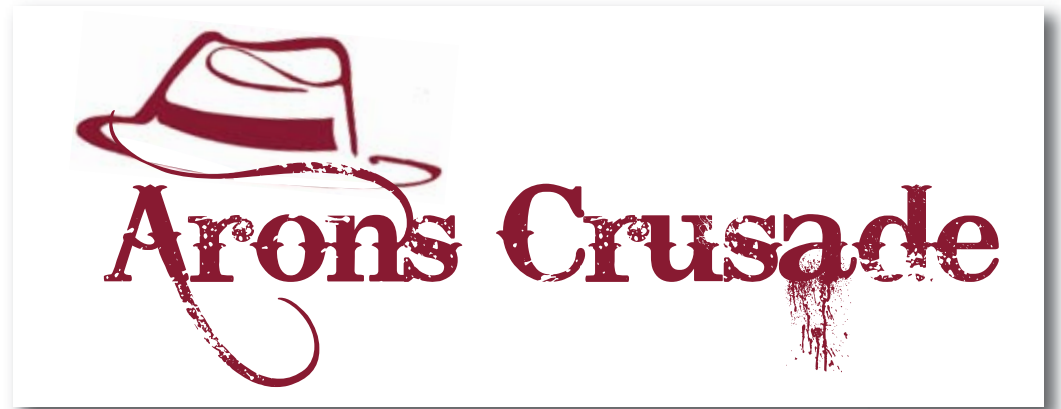


# Arons Crusade Draft CD Covers



## Aarons Crusade Draft Stickers

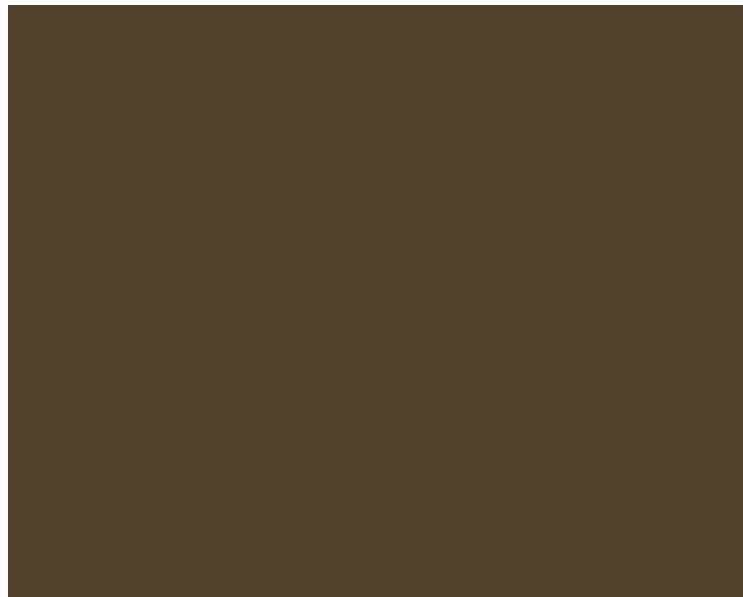
Two sticker designs were drafted for Tim. He has decided to go with sticker no 1.



# Mock Ups For Draft CD Covers



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