DESIGN COMP: TRULY TAFAKARI LOGO DESIGN I
CREATED BY: AKIN SAWYERR
DATE: TUE/DEC/03/13

CLEAR BACKGROUND

FLORAL GRAPHIC
Symbolizes growth, Sprouting Knowledge

“truly”

SCRIPT FONT: FREEBOOTER SCRIPT

- Reflected Gradient:
90deg angle; 59% scale; colors: #fa4802-orange + #fb0701-reddish orange

- Inside Stroke:
1px wide; color: #23325e - blue

“tafakari”

SERIF FONT: POOR RICHARD

- Color Overlay:
#ffffff-white

- Inner Shadow:
multiply; opacity 57%; angle 120deg

- Outside Stroke:
1px wide; color: #424b66

“life + race + culture” tagline

SERIF FONT: POOR RICHARD

Color: #424b66

SEE EXAMPLES

DARK BACKGROUND

WHITE BACKGROUND