



I decided to include a description of what the company did in my letterhead to make everything really clear. I decided only to give computer based contacts, because the product is multimedia so all clients should have a computer.

We manufacture multimedia yearbooks to remind you of your time in school.

Visit our website at [www.modernisingmemories.co.uk](http://www.modernisingmemories.co.uk)  
Or contact us by emailing [ebook@novelideas.co.uk](mailto:ebook@novelideas.co.uk)

I created my logo in fireworks because I am fairly comfortable with the software and it enables me to do whatever I want.

I used a bold font for the company name, and made it big to attract attention.

I came up with the slogan during our meeting, and decided to write it in a curvy font as this makes it look friendlier, hopefully meaning that the company will be more approachable for people who are unsure what they are doing and who have not organised a yearbook before.

We agreed at our meeting that our company was to be modern, so we wanted a logo that reflected this and looked professional and eye-catching, but was simple to make people confident that our final product would be easy to use.

To make the logo look modern and professional I made it square in shape. I gave the logo a border, but made this colourful and patterned to make it more interesting as I hoped this would encourage more people to believe that our product will be exciting and innovative, so that hopefully they will buy it.