



In this masthead I have used mostly an image. This image is an icon of a fork and knife. I have also kept the FTS just clearly what kind of masthead it is.



In this masthead I tried to use an image related to the cooking side of things. Although I have done this I don't think it works very well as a masthead, it seems too big and out of place for many cleaning colours. The text still holds its own but doesn't work with the image.



In this masthead I tried to keep the design simple. I have kept the 'F' which is white rather than black creating contrast and isolating the more important of the three letters.



In this masthead I have used a couch shape, combined with that and suit both the name but is large and also covered in green which are the colours of my brand. I have kept the amount of colour so that the small amount of colour attracts the eye but is white contrasting the subtle and a simple white background.



In this masthead I have used a small icon which could possibly be used in a sign as my masthead as a simple cleaning point of my company. Again I have used black colour and made the subtitle smaller than the main text. My icon of a spray bottle also represented with a new type of icon which I like better than the previous one.



In this masthead I have again used a small image combined with text which I have modified a bit. I have used a shopping cart shape. This may work well with the text but this may not be the best idea. I have overlapped it and then taken the difference. This makes the 'F' look more interesting and backs up the colour.



In this masthead I have experimented with using mostly simple images to create an interesting masthead. The images could probably hold their own but I think that would suggest too much that this is a cleaning company rather than a Flatmate Training School. So I kept the text as not to cause confusion and I also added a few more of my artist models. I have used a green colour but to experiment with how it looks.



In this masthead I have looked at one of my artist models and enabled what they did. I made the 'F' flow with the curves of the circle which makes an interesting masthead and it is sized in hierarchy with the text progressively getting smaller as importance drops. Again I have used limited colour and kept it green.



In this masthead I tried to emulate the style of one of my artist models designs which used a similar design in terms of a shield. I thought this could make an appropriate masthead seeing as my company is a school and generally schools have a shield or crest as their logo. Again I have used limited colour and kept the same green colour. I feel these green text will together. I have also experimented with a different text, but in this case I will discard it.

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2



This cover is very simple and informative. Although this simplicity creates some doubt about the meaning of the company, I have really based it on an artist model and I think it is blatantly obvious. I do like the green colour and the simplicity of the image. But I feel if I was to develop it I would create more layers and depth to make the composition more interesting.



This cover I tried to make the green look almost like paint dripping. The green is going to be a zany in picture of a green cloth which has been used. There will also be a white grid overlaid across the whole thing. The white will be transparent and the masthead will be cut into the page. So it is the background colour.

3

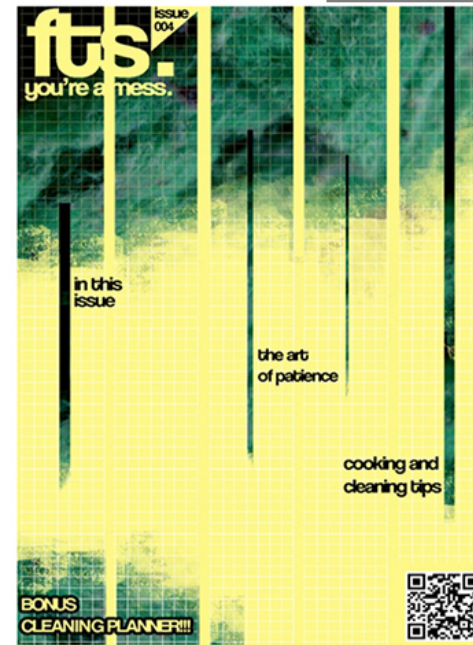


This cover is based on an artist model that made a 'washed' western style poster. In my case I related it to things that could happen in a disorganised flat. In this case I showed an empty fridge which could be a problem if people are not organised. The style is also going to be messy which relates to being disorganised.



In this cover I tried to make a cluttered, complicated design. This is again to show the disorganisation that my company is trying to teach. The layers of the shapes will all be slightly transparent so you can see some of the layers underneath, which is much like my artist model. The parallelogram which have the text on them will be full colour so that they stand out more.





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