



Alliance  
TREE CARE

# Before



# After



## Rationale

- The green color gives a more earthy, eco friendly appearance, allowing customers to identify with the companies services.
- A smoother tree shape creates a professional look, as well as making it easily adaptable to different sizes (service trucks, stationary, etc.)
- The overall shape of the logo is well balanced, and elements from the logo are continued in the text. This allows the logo and text to be used separately in certain occasions, without losing the company identity.
- The new logo will cut down on printing costs, is more flexible, and speaks much clearer to clientele.



Address | 142 Main Street  
Carman, MB R7G 4D8  
Cell | **510-5866**  
Phone | 358-2295  
E-mail | AllianceTree@hotmail.com



142 Main Street  
Carman, MB R7G 4D8  
Canada



R: 103    C: 45  
B: 145    M: 0  
G: 70     Y: 80  
           K: 35

# Alternatives

