



#### Design inspiration:

The inspiration for this design was the title “Faces of the world”. As humans have many faces and many colors, this logo design was made to represent just that. Notice that all of the colors represented are all equal, no one color is higher than another, no color is in front of another but all side by side.

The colors chosen were done so to represent the different races of humans without being overly obvious, as well as to match the current website colors.

As you will also notice, an idea came to me to be able to make a necklace of plastic chips in the colors of the “faces of the world” to be sold with the proceeds going to fight hunger around the world. Obviously this isn’t something that needs to be done, but an idea to further strengthen the brand while helping to raise money.



## PROBLEMS OF POVERTY

Hunger

AIDS

Pneumonia

Diarrhea

Tuberculosis

Malaria

Measles

## END THE PROBLEMS

A Practical Solution



## Hunger

About 25,000 people die every day of hunger or hunger-related causes, according to the

