



Logo:
This West Coast logo is arial font. Th word “party” is in all caps and is very bold. The balloon is inside of the P in Party. The word “planners” is also in all caps, but is a much smaller size. I kerned the word “planners” so that it would be spaced evenly underneath the word “party.” The color scheme is vibrant and fun. It works perfect for the West Coast and is very easy to read. This logo stands out and is exciting to look at.

