



Original Sketch Idea from Client

How does  
**that** become  
**this**?



Finished Logo

The client wrote in and said: "At this time we need a logo. I want something similar to Juan Valdez, but different. I am attaching a sketch....you will see it is coffee farmer offering the onlooker a cup of coffee. That is the idea: Farmer Direct. So the idea is a...sketch, of a farmer holding out a cup of coffee to us. Instead of a house, maybe a couple of coffee plants or whatever. The idea is simple and it says a lot".

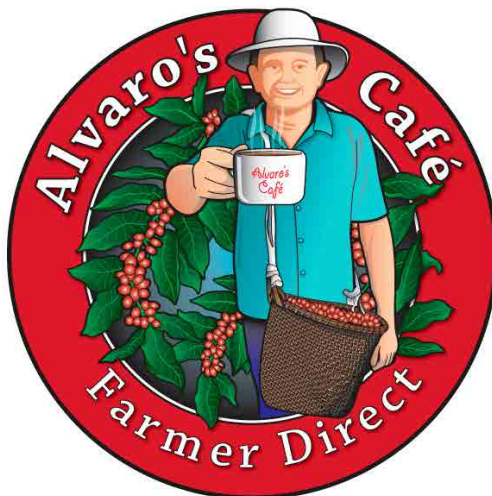
First, did some rough sketches:



Then, started to work at it with Adobe Illustrator:



Almost there, but the client wanted a smile on Alvaro:



With just one more small adjustment, everybody was happy: "Hi Dave, I love it! Looks like a hit! The smile makes all the difference. Just one little observation. The writing on the cup, seems to be printed and another part in script. Eg. Alvaro's is printed (the "o" kind of looks like an "a", too) and Café is in script. Could you make it uniform, please? I enhanced the photo on a photo programme and the Alvaro jumps right out. It is awesome. I showed it to some "campesinos" "farmers" over here and they identified with it right away, right down to the hat and basket. Thanks a lot! -D".