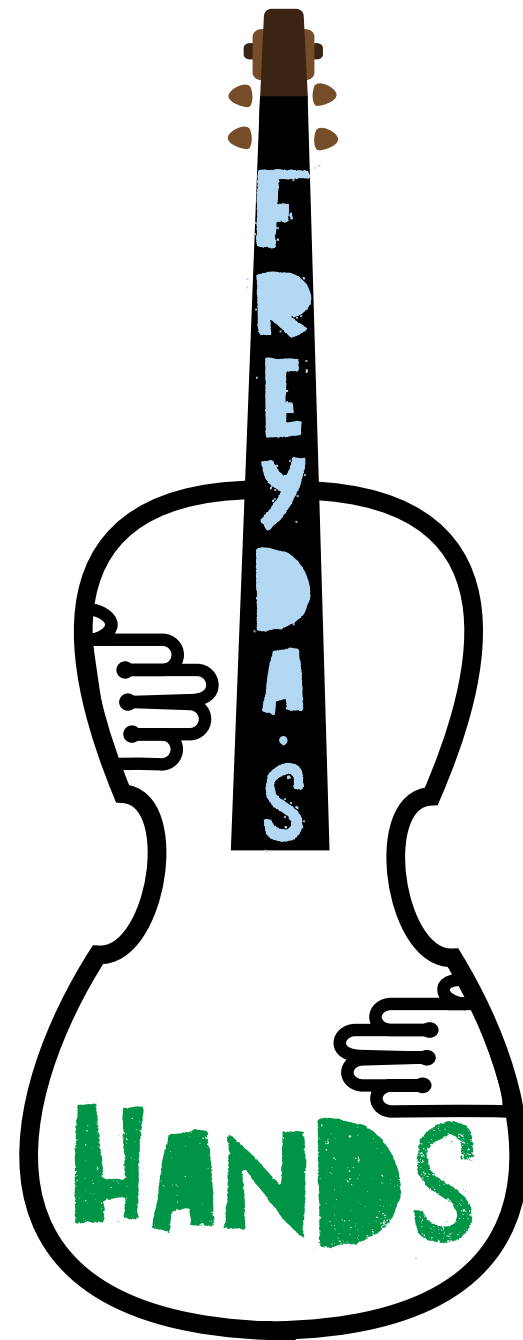


# FREYDA'S HANDS

LOGO DESIGN PROPOSAL

DESIGNER: DERRICK DOUGLASS



**Freyda Epstein** was an amazing person. Her spirit exuded love, kindness and folk music. It is in her memory that Freyda's Hands exists to "Spark collaboration in the traditional folk arts."

Your logo design is in keeping with  
Your mission.

Freyda's logo was created to imply categories like:

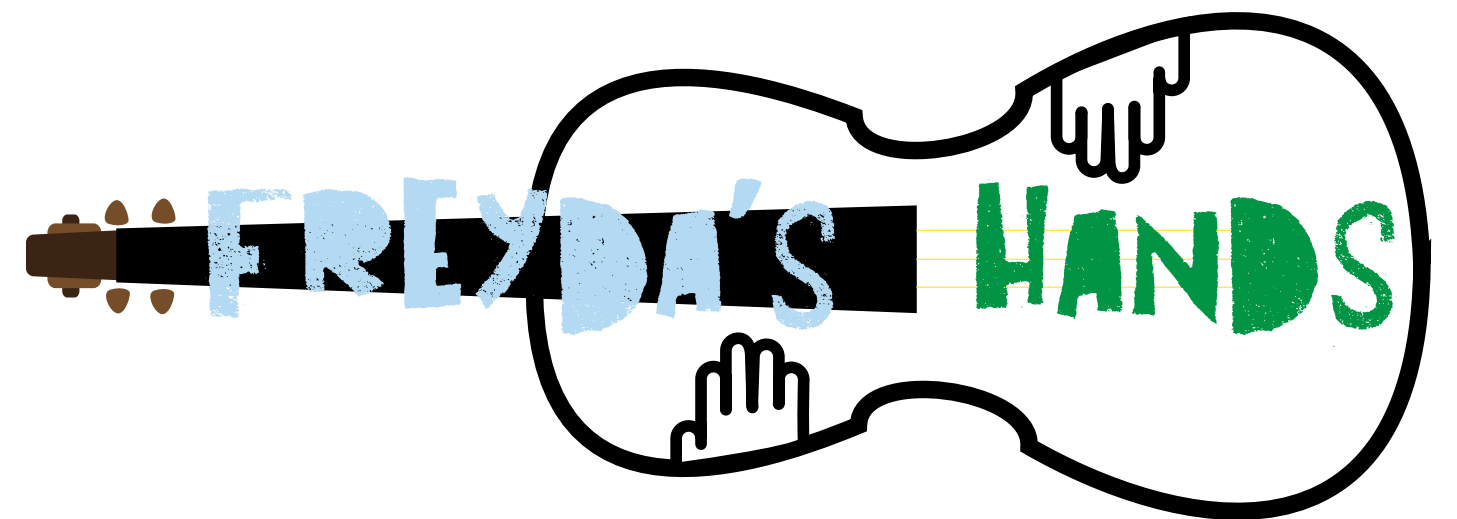
- 🌀 Tradition
- 😊 Folk
- 👥 Collaboration
- ♥ Love
- 🎵 Music
- 🌍 Adventure

The name "Freyda" means

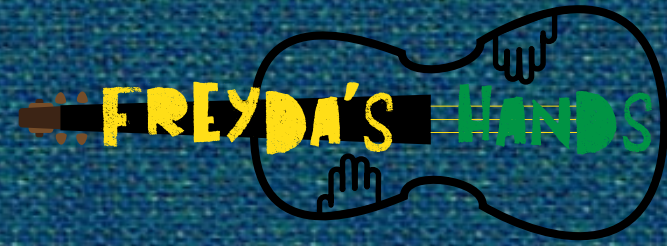
"joy"

Freyda's logo is flexible. Its *orientation, color* and *size* can be tailored to meld with every media in which it appears on.

As the logo changes, the **BRAND** message is always effectively communicated.



"Freyda was a remarkable singer." -- Paul Riesler



HOME ABOUT OLD DOORS GALLERY VIDEOS

### Spreading Joy



Our name and mission are inspired by the life and work of Freyda Epstein. The name Freyda means "joy," and our aim is to spread the joy that is found in musical traditions and adventures.

### Opening Doors

What do a Cajun Fiddler, an Appalachian ballad singer, and a tango dancer have in common?

Plenty, it turns out!



Our name and mission are inspired by the life and work of Freyda Epstein. The name Freyda means "joy," and our aim is to spread the joy that is found in

### Lend a Hand!

Freyda's Hands is a non-profit 501(c)(3) organization.



Donate securely here with PayPal, or mail us a check. Many thanks for your support!

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Freyda's logo can easily be placed on

[www.freydashands.org](http://www.freydashands.org)

*Logically,  
when you talkin'  
about*

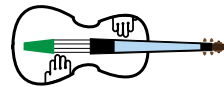
**Folk Music  
and Blues,**

*you find out  
it's music  
of just*

**plain people.**

-- bROWNIE mCGHEE

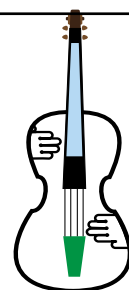
Letterheads,  
envelopes and  
business cards  
when mixed with  
Freyda's logo transmit  
the **brand identity**  
effectively.



**Freyda's Hands**

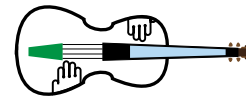
P.O. Box 5696  
Takoma Park, MD 20913  
P:202.549.1057  
E:mail@freodashands.org

Mr. Derrick B. Douglass  
8508 16th Street, #622  
Silver Spring, MD  
20910



**Freyda's Hands**

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*Sparkling collaboration in the traditional folk arts!*

**Freyda's Hands**

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February 15, 2012

Derrick B. Douglass  
Graphic Designer  
8508 16th Street, #622  
Silver Spring, MD 20910

Dear Mr. Douglass:

Ihillit voles alit ea aperibus sandelic tem expliciam, que cuptatessit et quantur, temporem rendenda ati tem abo. Aqui dis peliquam accusae sum niminihiciet es conest expliquo omnit et accaece pelendion res inctate et officimus exceatur am faccati nonemqu atesequ odipic tes mo et essint, acererum quodia con nonsed que cup-ta voluptaque mi, sequibea nesti occus acilita dolorepta veliquaerio qui doluptas res ma consenis ulpa esequ doluptatia aut laudaero evellam quis de venitionem is arciae doluptium vent re, quamus anis nis eicipsam, odit est, unto dicides vellaut ent dolenti ntiberia dolorisi odi ut ero is es eate nem con pedi aliquam sinvelest, atusda preperum voluptate sequaer sperfer ioribus aeptaeperum dita nitat quasper speditatium rerumquo cusda nam veliqui nos net fugitis am, ad quassi corum eos que demporerum iliquias dunt, illorum que qui corepe ditem et, aut es dio omnim quo berum volesecus.

Respectfully yours,

Freyday's Hands

"Love Music. Love Life." -- Derrick Douglass



**F**reyda's logo was designed from an audience perspective, with care and with forethought.

It will communicate the organization's dynamic mission. Additionally all who see it will have a positive view of your organization thereby increasing donations, sponsorship and membership.

Thank you for a wonderful opportunity.

**DER** **RICK** **DOUG**  
L A S S A J

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