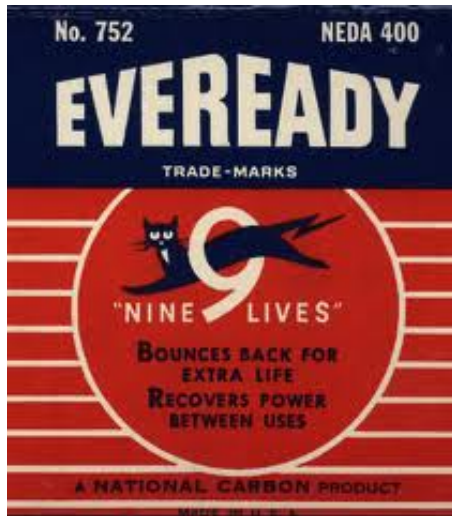


Eveready Logo
Rev. 09-13-10

Eveready Battery Logo

Overview

Recreate the *Eveready Nine Lives Battery Logo*, an iconic image for baby boomers and predecessor to the Energizer Bunny! Google it up and notice both the diversity and association of design.



Association of Style

It should express your personality and have some unique qualities, but still be in keeping with the overall 'look' and 'style' of the product itself. For instance, every year Cadillac comes out with new models but they still look like Cadillac's, bringing something the consumer can recognize from the past into the present—an endorsement of quality by visual association—or product branding.



Eveready Logo
Rev. 09-13-10

Specifications

You may of course illustrate the logo using the *Nine Lives Cat* or create a new cat if you are so inclined. Emulate the look and style of the logo and it's variations, especially use the same colors and a similar font—but feel free to change the wording of the text and to take some creative license as to interpretation of image and layout. It still needs to belong to the *Eveready Battery Logo* family; make it look like it came out of the same design studio, but also like you designed it. Alike, but different; get it?

