9 Gayton Street

Darwin NT 0801

Tuesday August 22, 2023

Mr Peter Smith

Po Box 26

Casuarina 0811

Dear Mr Smith

Casuarina Coastal Reserve Mountain Bike Trail Club

I am writing to inform you that the logo, banner and advertisement you requested me to make have been completed to your standards.

All three of the digital images have been created with the requirements kept in mind. The logo was created with a simple black and white because I strongly believe that simple equals better. Plain and simple logo are known throughout the world to be trendy and easy to remember. The bike silhouette is used to not only visually show a bike, but to also be used as a replacement for the word bike.

On the other hand, I decided to design the banner with a different approach. I decided to base the main focus of the banner on the actual location of the trail club, being Casuarina Coastal Reserve. I also include the logo onto the banner so that when people click onto the profile they’ll know instantly where the club is located and who exactly to contact if they’re interested. The banner includes a picture of a road in a forest which is a third-party image taken and posted by the Brisbane City Council. The images source is: [Trail | Mountain Bike Trail through Mt Coot-tha Forest | Brisbane City Council | Flickr](https://www.flickr.com/photos/brisbanecitycouncil/7117630063). This images copyright/ licence information is provided within this link: [Creative Commons — Attribution 2.0 Generic — CC BY 2.0](https://creativecommons.org/licenses/by/2.0/).

Finally, when designing the advertisement image for your Instagram page I wanted the design to be flashy yet simple. I feel like I captured that theme perfectly, as it includes a third party image that was taken as an action shot of a mountain biker and the text draws in the audience as it directs a question at them. The images source is from: <https://pixabay.com/photos/mountain-trees-grass-plants-2560534/>. That source also contains the contents copyright and licencing information.

I believe you will be very happy with the 3 digital images. Please do let me know if there are any changes you wish to be made.

Yours sincerely,



Jett King.