

Company introduction:

The “company” is a small one man operated webshop, called skinn (Skinn is the icelandic word for skin) , the webshop sells authentic icelandic sheep skins. The webshop is made with love for the product, therefore I name and photograph every skin individually. The main focus of the webshop is the uniqueness for the products being sold.

I hoping to have a unique logo created, which fits the uniqueness of the products sold :D

The logo

- What words or letters do you want included in your logo?
 - Skinn
- Provide five adjectives to describe your logo. Some examples are below.
 - Style, tradition, unique, simple, nature

Tell me about your company:

- Explain what your company / organization is and does.
 - The company sells icelandic sheepskins
- How are you different than your competition?
 - I name and photograph every skin individually, also all the skins comes from a small traditional company in iceland
- What are the benefits of your product/service?
 - Sheepskins have a way of looking good and feeling good
- What attributes of your business / organization would you like your logo to reflect?
 - The name of the company
- How do you intend to market your company?
 - Focus on the skins being unique

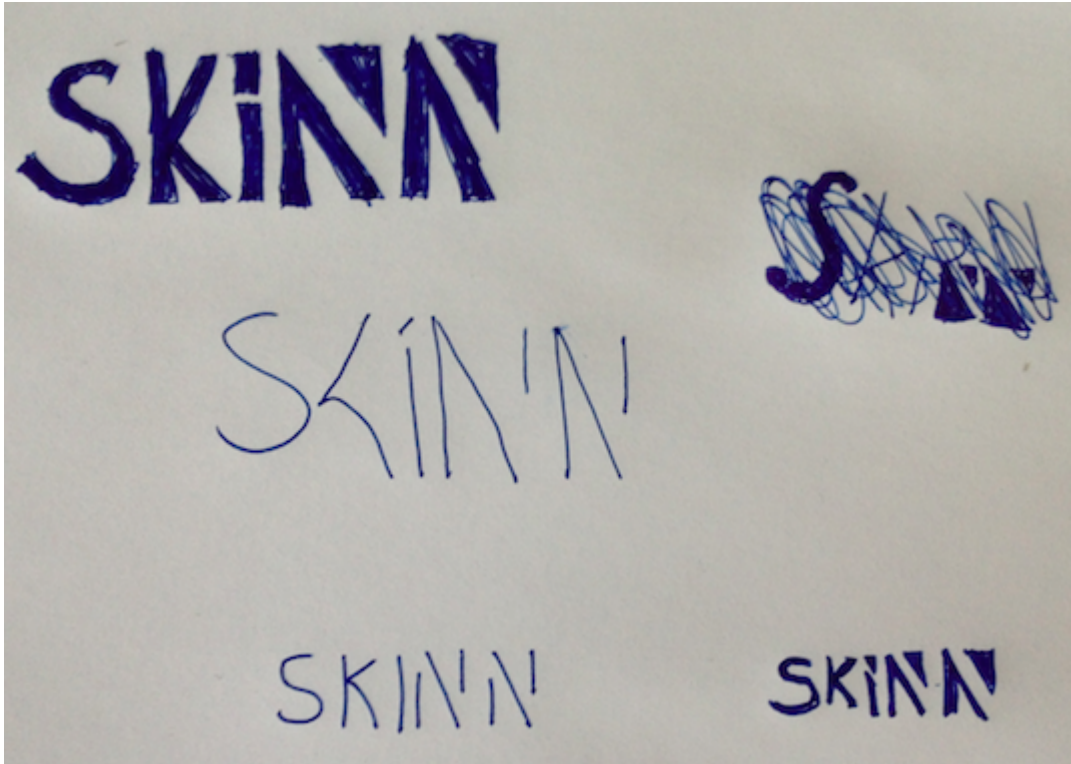
Goals and Objectives:

- What do you want to happen as a result of this project?
 - I hope this project results in my having a great logo to show my customers

Describe what you want designed:

- Describe your aims and requirements in detail here — the more specific, the better. Tell the designers what is required, but also let them know where they're free to be creative.

- I hope to have a text logo designed, which fits the profile of the company. I pref a logo which is really elegant and simple kinda like a sheep skin, but with more text and less hair :D, If you don't mind me being picky i would prefer the logo to be in black, as the webshop kinda have a simple black and white theme.
- What key pieces of information / copy need to be included?
- Include any images, sketches, or documents that may be helpful.
 - I have tried to draw a few different logos which kinda fits what i'm looking for, but feel free to take any direction you want, as i'm hopeless when it comes to designing.



Competitors Design

- Use [Google](https://www.google.com/) to search for similar designs that you like, include at least (4), explain why you like them and what to include / exclude in your design
 - I really like the Google logo, however i would have liked it better if it was all blue.
 - <https://www.skyeskyins.co.uk/> also have a really nice logo i like how natual it looks and the way the play with the y's in the name, I'm hoping to see the same kind of play with the n's in skinn.
 - <https://wrapbootstrap.com/> i love the way the use {} as a part of the logo, when they are selling code.

- Do the same exercise but look for (4) competitors designs that you DO NOT like and explain why.
 - <http://www.classicsheepskins.com/> I don't like this logo because the size of it kinda ruins the entire landing page.
 - <http://www.skindhuset.dk/> i don't like the way the embed their logo into a picture.
 - Sorry about where only being 2 here, i don't like to give too much critic to other people's work.

What colors would you like to see in your logo? (It is usually best to stick to one or two colors):

Mainly black as the webshop has a black and white theme (Formal, Luxury). But different shades of gray can also work just fine. I'm sure any designer is better at deciding this then i am anyways.

- Red: Passion, Anger, Vigor, Love, Danger
- Yellow: Knowledge, Energy, Joy, Intellect, Youth
- Green: Fertility, Wealth, Healing, Success, Growth
- White: Purity, Healing, Perfection, Clean, Virtue
- Blue: Knowledge, Trust, Tranquility, Calm, Peace, Cool
- Black: Fear, Secrecy, Formal, Luxury
- Purple: Royalty, Wisdom, Spirituality, Imagination
- Orange: Creativity, Invigoration, Unique, Stimulation
- Gray: Balance, Sophistication, Neutrality, Uncommitted

Below you see different 'genres' of logos. Please pick one that suits your design needs.



Word mark

Your company name in a stylised type/font becomes the logo.



Pictorial mark

An image or shape that is easily recognizable is used to represent your business.



Abstract mark

An abstract shape or symbol is used to convey the values of your business.



Letter form

Letters/initials from your business name are used to create a logo.



Emblem

Business name enveloped by a pictorial element or shape.



Character

A character or mascot to represent your business.



Web 2.0

Representing trends from the internet including gradients, rounded corner etc.

Word mark, Pictorial mark and Abstract make can all work for this project, maybe even a combination of Letter form and Pictorial mark.

lastly:

- If your logo was a celebrity, who would it be?
 - george clooney
- How important is this project to you on a scale of 1-10?
 - 9 The logo will be one of the first things anyone visiting the webshop will see.