

GENERAL CREATIVE BRIEF

Tell me about your company:

- Explain what your company / organization is and does.

We are an amateur esports team looking for a decent logo just to get us off the ground, something we can use to represent ourselves.

- How are you different than your competition?

We're amateurs, we're not some big esports team we don't have a manager we have a small team of players most of which are not even contracted yet, but we're passionate about getting this running and off the ground.

- What are the benefits of your product/service?

Entertainment.

- What is the overall message you want to convey to your target audience?

We are a genuine team that is looking to compete, we aren't pushovers.

Goals and Objectives:

- What do you want to happen as a result of this project?

A logo we can use to represent ourselves so we can start to gain some recognition

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.

You're free to basically do whatever you want, whatever you think looks intriguing the only thing I'd like is it needs to contain "VZN" or "Vizion" as that's our name.

- What key pieces of information / copy need to be included?

It's a basic logo doesn't need to be too detailed so really just the name or abbreviation.

Competitors Design

- Use [Google](https://www.google.com) to search for similar designs that you like explain why you like them and what to include / exclude in your design



This one is amazing and probably professionally done, I love the colors they used as well as the simplistic yet detailed design of the character involved in the logo.



Simplistic yet beautiful, well designed, contains the team name, very relevant to their team's game.

- (optional, but recommended) Do the same exercise but look for competitors designs that you DO NOT like and explain why.



While it is simplistic, and draws attention I prefer the teams abbreviation in the logo, it also seems a bit too bold around it's edges.



While the base design for this one is good like i said before I prefer the abbreviation that is one of the most important things to me because I feel as if you can do so much cool stuff with "VZN" when you use typography or just basic kerning.

Who is your target audience?

- Who are you trying to attract with your marketing message? Be specific.

Fellow esports teams and possible managers as well as the general gaming community, recognition is key.

Tone & Image:

Funny / Casual / Formal / etc. What tone and imagery will be most effective, specific visual goals?

Something interesting, simplistic, and modern.

How will success be measured?

- Number of leads generated?
- Will you be measuring your goal (see above) by the number of sales made?
- Or something else?

Success will be measured for the team by how much recognition and how far we can get in upcoming tournaments for our main game, etc.

The logo is simply there to identify us, something that makes people remember our team.