LOGO DESIGN BRIEF

Let's make a logo! But first, some light reading:
http://www.smashingmagazine.com/2009/08/26/vital-tips-for-effective-logo-design/
http://www.smashingmagazine.com/2009/06/25/10-common-mistakes-in-logo-**sesign**

Designing a logo is all about the details. Please answer as many questions as you can:

The logo

1. What words or letters do you want included in your logo?   Shoka Laka Baka
2. Do you have a tagline? We're Here Do you want it to
3. be included in the logo? No

4. Provide five adjectives to describe your logo. Some examples are below.
5. Experimental , Modern , Playful , Simple , Mature
     (Feminine, Masculine, Young, Mature, Luxury, Economical, Modern, Classic, Playful, Serious, Loud, Quiet, Simple, Complex,
                                          Subtle, Obvious)
       - Adventure, outdoors, high tech, electronic, nerdy, hacker, modern, technology
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Tell me about your company:

- Explain what your company / organization is and does.
  Musical Duo/Band

- How are you different than your competition?
  We experiment. Our Music is different. From our Soon to be Concerts and events. To the atmospheric
vibe.
  - What are the benefits of your product/service?
    - Music that truly connecting with fans
  - What attributes of your business / organization would you like your logo to reflect?
    - I w
  - How do you intend to market your company?
    - active on social media, online campaigns,
Release music consistently

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Goals and Objectives:

- What do you want to happen as a result
To connect with our fans. Really digging deep in the writing process to find the perfect song.

- Identify long-term and short-term objectives.
  - create something that is always innovating and experimenting new sounds

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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.
  - Please be free to be creative.
- What key pieces of information / copy need to be included?
  - You have all the freedom to create it.
- Include any images, sketches, or documents that may be helpful.
  - Don't take the logo to lightly. I'm quite the odd ball. Some of my favorite album covers are Limp
Bizkit Significant others and Korn has a really cool logo. So simple. Just have fun and be creative.

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Competitors Design
- Use Google 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
- Do the same exercise but look for (4) competitors designs that you DO NOT like and explain why.

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Who is your target audience?

- Who are you trying to attract with your marketing message? Be specific.
  - Everyone.
- What is the overall message you want to convey to your target audience?
- Let's Connect Together

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

Modern/Minimalistic. Simple and very unique

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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?

    - The goal is to have fun and change the world by increasing individual efficiency using electronic personal transport vehicle.

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

- Red: Passion, Anger, Vigor, Love, Danger
- Black: Fear, Secrecy, Formal, Luxury
- Orange: Creativity, Invigoration, Unique, Stimulation

    I have no idea, you have the freedom to choose.

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

I want Emblem type.

☐ **Word mark**

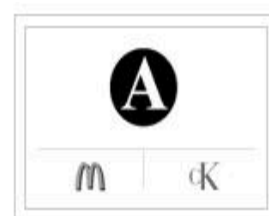Your company name in a stylised type/font becomes the logo.

☐ **Pictoral 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

☐ **Character**

A character or mascot to

☐ **Web 2.0**

Representing trends from the

lastly:

- If your logo was a celebrity, who would it be? Gary Busey

- How important is this project to you on a scale of 1-10? Ten