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

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	

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
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.
<u>-</u>
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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

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.



Emblem

Business name enveloped by a



Pictoral mark

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



Character

A character or mascot to



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.



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