

GENERAL CREATIVE BRIEF

Tell me about your company:

- Explain what your company / organization is and does.

R: Hi, I'm just an indie iOS developer trying to build awesome apps to help you with your daily life! This project, named Feather (keep reading), is about a note/reminder app... I know, I know, but it isn't just as the other 1million out there

- How are you different than your competition?

R: Hmm.. I don't want to put my idea out there to all Reddit to see, but it has to do with geographical notes/reminders

- What are the benefits of your product/service?

R: It will help you with your daily life. You won't forget to sign that document or to turn off the stoven. You'll also be able to see funny and informative stuff.

- How do you intend to market your company?

R: I'm on /r/freedeign so I'm not gonna lie about my budget, but I'll invest a bit sending some request to tech websites and podcasts (I know a few popuclar)

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

R: This is not just another notes/reminder app

Goals and Objectives:

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

R: Have an app that will change the way people think of settings notes/reminders

- Identify long-term and short-term objectives.

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.

R: OK, I want a logo. The initial idea was a feather (probably the name of the app) like the ones that people used to write with ink with a drop of ink falling off it. I wanted the feather to have strong collors to caught attention and transfer confidence. The app will be "fun", that means that it would be the same old app following the same conventions. So, please, be free to do something fun and unique, these are only my initial thoughts and you are free to change them as you will.

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

R: I'd like to have the name of the app written so I can use it in other parts of the app

- Include any images, sketches, or documents that may be helpful.

R: None, sorry

Tone & Image:

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

R: Funny, casual

LOGO DESIGN BRIEF

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

The logo

- What words or letters do you want included in your logo?

R: I'd like to have the name of the app written so I can use it in other parts of the app, but it's not good to have text in the app icon/logo

- Do you have a tagline? Do you want it to be included in the logo?

R: Please, don't laugh at me, but I'm a big fan of Renne Magritte's piece of art called: The treachery of images where he shows a smoking pipe and says has a text saying "this is not a smoking pipe". I wanted to show the user that this is a note/reminder app, but this is not the same app he's used to. I was thinking of some kind of paroxal tagline like: "This is not a feather".

- Provide five adjectives to describe your logo. Some examples are below.

Colorful (in the strong color sense), realistic, classic, quiet

Tell me about your company:

- Explain what your company / organization is and does.
- How are you different than your competition?
- What are the benefits of your product/service?
- What attributes of your business / organization would you like your logo to reflect?
- How do you intend to market your company?

->> Answered in the first page

Goals and Objectives:

- What do you want to happen as a result of this project?
- Identify long-term and short-term objectives.

->> Answered in the first page

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.
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->> Answered in the first page

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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.
- -----

Who is your target audience?

- Who are you trying to attract with your marketing message? Be specific.
 - What is the overall message you want to convey to your target audience?
- -----

Tone & Image:

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

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?
- -----

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
- 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

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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.



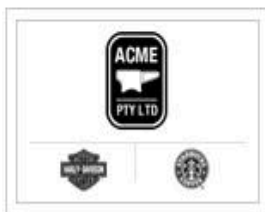
Abstract mark

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.

lastly:

- If your logo was a celebrity, who would it be?
- How important is this project to you on a scale of 1-10?