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# 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-design/>

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? **Our initials or names (Meredith and Eric)**
- Do you have a tagline? Do you want it to be included in the logo? **"Into the drink at Out of the Blue" (doesn't have to be included in the logo)**
- Provide five adjectives to describe your logo. Some examples are below. **Simple, Balanced, Clear, Fun, Beachy**  
(Feminine, Masculine, Young, Mature, Luxury, Economical, Modern, Classic, Playful, Serious, Loud, Quiet, Simple, Complex, Subtle, Obvious)

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## Tell me about your company:

- **Not a company**

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## Goals and Objectives:

- What do you want to happen as a result of this project? **Have a great logo to use for our wedding**
- Identify long-term and short-term objectives. **Memorable taster glasses for souvenirs for attendees**

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## Describe what you want designed:

- **Simple logo incorporating initials, names, or date, and include a lighthouse. Picture was included in post.**

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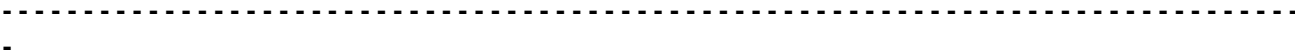
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**Competitors Design**

- Like (simple design, simple color, versatile):



- Don't like (too busy, lots of colors, not easy to incorporate onto a glass or napkins):



**Who is your target audience?**

- What is the overall message you want to convey to your target audience? **Fun image to use on things for the wedding**

**Tone & Image:**

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

**How will success be measured?**

- **Based on a good looking logo that would work on beer tasting glasses or napkins**

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

- **Color isn't as important. White or black would be fine.**
- **Lighthouse could be red if logo works with it**

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

**Word mark, pictorial mark, abstract mark, letter form**



**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.



