Nocturnal Dog Creative Brief

- Need a logo? logo design brief Completing both the general and logo brief is highly recommended.
- Need a website? website design brief if you need a website. Completing both the general and website brief is highly recommended.

Tell me about your company:
- We are a non-profit educational group who are holding workshops for children (13-17 y.o.)
- We are focusing more on the theory of art and film theory and our movies are more artistic than commercial-like
- Also, it is good to know that we are working on non-conventional films with non-conventional creative methods.
- Our logo's message should be something which points out the unconventionality of our methods and workshops. We are trying to reach into the minds of our kids and bring it out onto the surface: like bringing out the inner wolf to the open.

Goals and Objectives:
- We would like to have a logo which gives us a distinctive identity, so we could put it on our works and on the children's shirts. This educational group aims to create a community besides making creative work.

Describe what you want designed:
- We would like some help with our sample design. This was our first draft and also our first logo but it is lacking in something. Maybe on the graphical level it is not professional enough. Maybe it is not distinctive enough.
- We would like a simplified logo, based on this attached sketch maybe with typography of "Nocturnal Dog"

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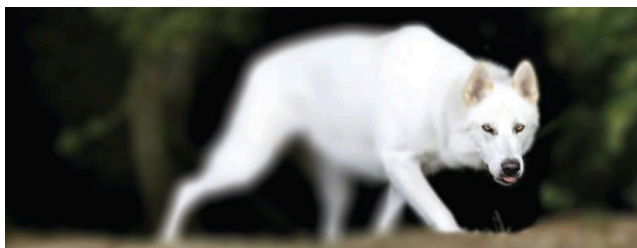
Competitors Design
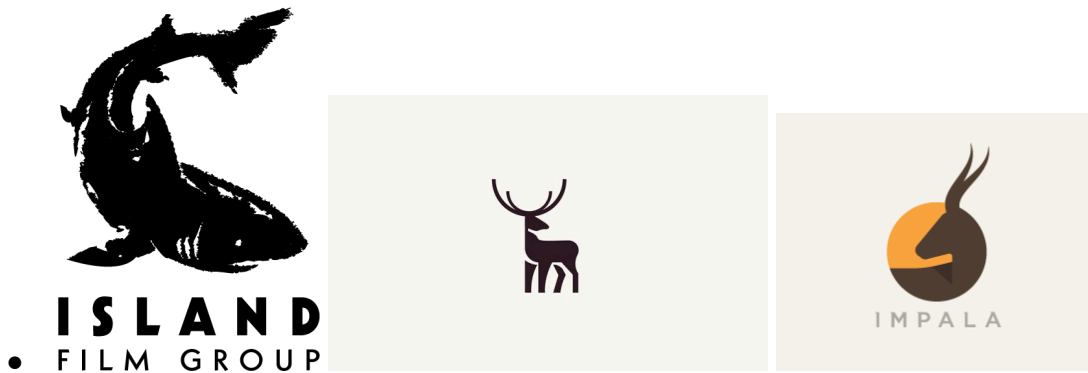
- The minimalistic feel of these logos is really close to our expectations. Especially the third one.

Who is your target audience?
- Our target audience is both the parents and the kids. But the kids should have the bigger emphasis, they should look at it as if something cool.

Tone & Image:

The tone should be cool, impressive, minimalistic and distinct.

How will success be measured?
- Our measurement would be in the increase in views on Facebook. Also how much children will be on our workshops.