

LOGO DESIGN BRIEF

- What words or letters do you want included in your logo?
“BeastGaming”, “beast” or nothing at all.
- Provide five adjectives to describe your logo.
Simple, Modern, Serious, Cool, Masculine

Describe what you want designed:

The logo had to be of a beast, and specifically i want a werewolf. If you take a look of the logos i have posted below, you can see what style i’m looking for. And if you look at the picture of a werewolf, that’s how i want the werewolf to look like. So something in the style of these logos but with the werewolf. Ofc you aren’t allowed to just copy the werewolf completely, as it’s just something i found on the internet, but something very similar. And it has to be in red, as it’s a very aggressive color and fits to my theme of “beast.”



Who is your target audience?

- Who are you trying to attract with your marketing message? Be specific.

Male gamers from the age 15-25+ are where we are focusing our market strategy

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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

Theme:

Red, white and black. I really love Blue, but i'm not sure if i can make it fit to the brand of "beast". be creative!

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If you can make me something i want to use, i will ofc pay you 50\$ or what else we can agree on.