

LOGO DESIGN BRIEF - SUPER MANLY MAN'S LEAGUE (Fantasy Football)

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?
 - "SMML" or "Super Manly Man's League"
- Do you have a tagline? Do you want it to be included in the logo?
 - N/A
- Provide five adjectives to describe your logo.
 - Goofy, Sporty, Competitive, Aggressive, Fun

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Tell me about your company:

- Explain what your company / organization is and does.
 - We're a competitive fantasy football league of 16 guys who love to be competitive but like to joke around and give each other shit.
- What attributes of your business / organization would you like your logo to reflect?
 - I'd like our logo to reflect the fun and competitive nature of the league. If you could somehow incorporate the fact that there are 16 teams in the league (16 stars or something else more creative than that) that would be much appreciated.

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Goals and Objectives:

- What do you want to happen as a result of this project?
 - I want a logo we can use on our league fantasy football home page, our facebook group page, and potentially to be used on t-shirts or other various items.

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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.
 - No requirements whatsoever. I welcome as much creativity as possible.
- What key pieces of information / copy need to be included?
 - Anything that helps strongly indicate an association to the sport of American Football or anything that is commonly associated with Masculinity or American Football. (i.e. Beer, Power Tools, Chicken Wings, etc.)
- Include any images, sketches, or documents that may be helpful.



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Tone & Image:

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

Make it look like a logo for a professional sports league but keep an essence of light-heartedness if possible.

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How will success be measured?

- Approval from the other 15 teams in the league.

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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):

- I think Green and White are the most traditional for Football, but I'm open to all color schemes.

- 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



☒ **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.

lastly:

- If your logo was a celebrity, who would it be?
 - Chris Pratt
- How important is this project to you on a scale of 1-10?
 - 5