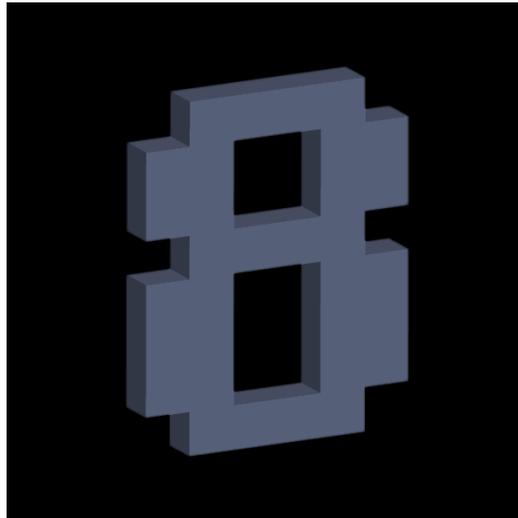# Logo Design Request

Tell me about your company:

Our former logo is below, but we felt its retro feel went against our mission, as we want to innovate the industry rather than do what has already been done.

- Explain what your company / organization is and does.
  - Middle 8 Entertainment is a digital entertainment studio with a primary focus on video games. Our mission is to build experiences that elevate players to a higher level of entertainment.
- What is the overall message you want to convey to your target audience?
  - We design unique games and would like our logo to be in the spirit of individuality.

  Our former logo is below, but we felt its retro feel went against our mission, as we want to innovate the industry rather than do what has already been done.

Describe what you want designed:

- Our former logo is below, but we felt its retro feel went against our mission, as we want to innovate the industry rather than do what has already been done.
- We would like to keep the 8 in mind but using the full title of Middle 8 Entertainment would be fine as well, but we are open to different interpretations.
- We enjoy minimalism but are not married to it

Who is your target audience?

- We are targeting gamers

Colors in the logo:
- We aren't married to any colors, but some of our favorites are Gray, Purple, Blue, Green, Black.

Genre of Logo:
- Character, emblem, or abstract mark speak to us the most, but we are open to whatever the designer has to offer.

Lastly:
- If the logo was a celebrity, it'd be a mix of kanye west and paul mccartney, with a dash of Johnny Depp.
- On a scale of 1-10 of how important this is to us, we find this is a 7 or 8. Both of the team members are super passionate about this project, and we feel like have a logo is like the Batman crest to our Batman. It would give us the drive and spirit to continue with the game we are making, even though we aren't getting paid to do it yet. If you make our logo, we will forever be grateful. <3