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?
  Buffalo Booberries

- Do you have a tagline? Do you want it to be included in the logo?
   No

- Provide five adjectives to describe your logo. Some examples are below.
                    Mature, Modern, Playful, Simple, Humorous
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Tell me about your company:

- Explain what your company / organization is and does.
  Fantasy Football team

- How are you different than your competition?
  Would like to actually have unique name and logo instead of same boring puns and photoshop.

- What are the benefits of your product/service?
  Nothing

- What attributes of your business / organization would you like your logo to reflect?
   A sense of humor

- How do you intend to market your company?
     Prominently displayed on future designed uniforms, league web page, and logo spot of ESPN fantasy football website.

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Goals and Objectives:

- What do you want to happen as a result of this project?
    Get other people in the league to take time trying to make their teams feel more unique and make the league more fun and engaging.

- Identify long-term and short-term objectives.
    Add to league uniqueness, get people more involved in standing out in the league, and creating a longer lasting, more enjoyable sense of competitiveness throughout the participants.

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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.
    I'm basically just looking for a logo for a fantasy football team to be designed. The logo you'd see used on websites, helmets, jerseys, etc.

    I am not good with background color tones that match. Essentially, the color palette for what would be the team "colors" would be more or less up to you. I'm thinking something very akin to the actual colors that the Boo-Berry box of cereal uses, but very open to other colors and combinations.

I'd like the font for the writing to look somewhat paranormal and maybe close to the Boo-Berry cereal font.

For the actual logo, I want to play on the cross of "Buffalo Bill" from Silence of the Lambs and the Boo-Berry cereal mascot. Our league has a theme of Cereal Killers this year, and I think it's a good punny mix. Design wise, I was thinking Boo-Berry in an open bathrobe putting on some lipstick with his lips pursed. Essentially, looking like Buffalo Bill during the "Goodbye Horses" scene from Silence of the Lambs.

I'd like to have the Buffalo Booberries text prominent, but with Boo kind of leaning or passing through it.

- What key pieces of information / copy need to be included?
    The words Buffalo Booberries
    Boo from the Boo-Berry cereal in a bathrobe

- Include any images, sketches, or documents that may be helpful.

    Design for Boo I'd prefer:
https://upload.wikimedia.org/wikipedia/en/b/bd/Boo-Berry-Box-Small.jpg

http://blog.generalmills.com/wp-content/uploads/Monsters_Bberry.jpg

Goodbye horses scene from silence of the lambs (to get an idea of the whole bathrobe/lipstick thing I'm talking about if you haven't seen it) pretty darn NSFW.

https://youtu.be/z1dTQh5RST0

Some still images of Buffalo Bill in bathrobe (still a tiny bit NSFW?)

http://4.bp.blogspot.com/_rsWOJSIslqc/TPa_Qn3vN4I/AAAAAAAAAew/n7GMqUPxhNA/s1600/BuffaloBill.jpg

http://assets.feministing.com/wp-content/uploads/2016/03/buffalobill.jpeg

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Competitors Design
- Use Google to search for similar designs that you like, include at least (4), explain why you like them and what to include / exclude in your design

https://upload.wikimedia.org/wikipedia/en/b/bd/Boo-Berry-Box-Small.jpg

http://blog.generalmills.com/wp-content/uploads/Monsters_Bberry.jpg

I like the prominence of the character and the nice facial feature. The front is also nicely made and colored in a very parallel way.

https://images2.houstonpress.com/imager/u/original/6746612/facelogoraiders.jpg

https://i.pinimg.com/736x/e4/d7/98/e4d798639bc77b4d9024c760e467cb37--nfl-houston-texans-texans-football.jpg

I like the color usage of the Texans logo when they feature the writing. I enjoy the Raiders way of implementing their name onto their logo. If makes it seem like an actual part of the logo.

- Do the same exercise but look for (4) competitors designs that you DO NOT like and explain why.

https://www.louisvillehalloween.com/wp-content/gallery/general-mills-8-30-13/boo-berry.jpg

I don't like the font being so different from the design. Also, the design isn't as expressive. It's very minimalist that loses a bit of something.

http://www.trbimg.com/img-533d8056/turbine/os-worst-sports-logo-changes-20140403

I dislike the name being the most prominent part of the logo. It's not a bad logo, but they have kept the name a synonymous part of it, not allowing the actual picture to stand on its own.

I can't find any other sports logos or anything that come off as that bad in a way that mixed what I'm asking for. The others have just a logo, or the name is implemented very nicely with the design.

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Who is your target audience?

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

  People in my fantasy football league

- What is the overall message you want to convey to your target audience?
  That's a funny/cool logo and a disturbing Mashup of wholesome and freaky.

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

Funny and casual

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How will success be measured?
- Number of leads generated?
  Response from league members

- Will you be measuring your goal (see above) by the number of sales made?
- No
- Or something else?
- General comments on the logo compared to stock images other players have chosen.

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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):

Blue, purple, and gray. The tones of the cereal box.

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

☐ Word mark	☐ Pictoral mark	☐ Abstract mark	☐ Letter form
Your company name in a stylised type/font becomes the logo.	An image or shape that is easily recognizable is used to represent your business.	An abstract shape or symbol is used to convey the values of your business.	Letters/initials from your business name are used to create a logo.

☐ Emblem	☐ Character	☐ Web 2.0
Business name enveloped by a pictorial element or shape.	A character or mascot to represent your business.	Representing trends from the internet including gradients, rounded corner etc.

Emblem

lastly:

- If your logo was a celebrity, who would it be?

Boo-Berry and/or Jack Black

- How important is this project to you on a scale of 1-10?
3.7