

LOGO DESIGN BRIEF

The logo

- What words or letters do you want included in your logo? Puff Parcel. Just the name
 - Do you have a tagline? Do you want it to be included in the logo? No. Just the name
 - Provide five adjectives to describe your logo. Some examples are below. Cartoonish, Playful, Simple, Fun
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Tell me about your company:

- Explain what your company / organization is and does. Subscription box for marijuana related products
 - How are you different than your competition? Canadian, through the mail, new products that are lesser known
 - What are the benefits of your product/service? Try new products without leaving your home, save time and money
 - What attributes of your business / organization would you like your logo to reflect? I want a box or parcel to be on the front with red eyes and a cloud in the background.
 - How do you intend to market your company? Tradeshow, Facebook, local flyers
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Goals and Objectives:

- What do you want to happen as a result of this project? Have a logo to use for the website and put on products/stickers
 - Identify long-term and short-term objectives. - logo for website, 100 subscribers (goals for summer)
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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 want to have a cloud of smoke in the background with a cardboard box or parcel in the foreground with red eyes and a ribbon or label in the lower part of the logo with the name Puff Parcel across the logo
- What key pieces of information / copy need to be included? The name and what is above is the main thing. No slogan or anything like that.

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

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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://jamiesale-cartoonist.com/wp-content/uploads/clown-logo.png>

<http://blog.coghillcartooning.com/wp-content/uploads/2015/11/gorilla-cartoon-logo-klan-kong-coghill-640x427.jpg>

http://www.character-design.co.uk/Content/cartoon_logo/cartoon_illustrator.jpg

<http://coghillcartooning.com/images/art/cartooning/logos/lumberjack-bear-chainsaw-bear-country-carving-cartoon-logo.jpg>

Essentially I want a smoke cloud instead of a circle of color background with the box cartoon character in front of that and the name on a ribbon in front of that. I like how these are layered images.

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Who is your target audience?

- Who are you trying to attract with your marketing message? Be specific. Anyone over 18 who would be interested in marijuana related products. This could be any demographic.
- What is the overall message you want to convey to your target audience? I want to convey this box is fun!

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Tone & Image:

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

The smoke needs to be clearly a smoke cloud. I want it to be fun/cartoon

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How will success be measured?

- Number of leads generated? Yes
- Will you be measuring your goal (see above) by the number of sales made? Number of subscribers we can raise
- Or something else? Happy customers!

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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):

Grey smoke background, cardboard color box, open to ideas when it comes to the box

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

EMBLEM OR CHARACTER



☐ **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.



☐ **Emblem**

Business name enveloped by a pictorial element or shape.



☐ **Character**

A character or mascot to represent your business.



☐ **Web 2.0**

Representing trends from the internet including gradients, rounded corner etc.

lastly:

- If your logo was a celebrity, who would it be? SNOOP DOGG
- How important is this project to you on a scale of 1-10? 11!