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. Cartoony, Playful, Simple, Fun

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? Tradeshows, Facebook, local flyers

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)

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 <u>Google</u> 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
nttps://jamiesale-cartoonist.com/wp-content/uploads/clown-logo.png
http://blog.coghillcartooning.com/wp-content/uploads/2015/11/gorilla-cartoon-logo-klean-kong-coghill-640x427
<u>ipq</u>
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-cart
<u>oon-logo.jpg</u>
Essentially I want a smoke cloud instead of a circle of color background with the box cartoon character infront of that and the name on a ribbon in front of that. I like how these are layered images.
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!
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/cartoony

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.



Emblem

Business name enveloped by a pictorial element or shape.



Pictoral mark

An image or shape that is easily recognizable is used to represent your business.



Character

A character or mascot to represent your business.



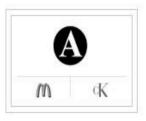
Abstract mark

An abstract shape or symbol is used to convey the values of your business.



Web 2.0

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



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? SNOOP DOGG
- How important is this project to you on a scale of 1-10? 11!