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?** Warpigs
- **Do you have a tagline? Do you want it to be included in the logo?** Our unofficial tagline is Warpigs… Fuck Yeah! \o/
- **Provide five adjectives to describe your logo.** Some examples are below.
                    (Masculine, Mature, Serious, Loud, Simple)

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Tell me about your company:

- **Explain what your company / organization is and does.** Warpigs is a guild. We play a variety of games, our main focus and the game we formed in is Wildstar. We named ourselves after these beautiful creatures: http://www.jabbithole.com/system/user_screenshots/screenshots/000/005/198/medium/paul-poff-paul poff-wildstar-creaturevariants.jpg?1448640917

- **How are you different than your competition?** As a guild I say we are more of a community then the other guild. We love to hangout but still push to progress no matter how long it takes. We are extremely persistent.

- **What are the benefits of your product/service?** We strive to be a good community for all and to have fun

- **What attributes of your business / organization would you like your logo to reflect?** I would like it to show that we are made up of strong individuals who are ready to take up challenges but still know how to enjoy themselves.

- **How do you intend to market your company?** No

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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.** My only requirement is that there be a Warpig somewhere on the logo.

http://www.jabbithole.com/system/user_screenshots/screenshots/000/005/198/medium/paul-poff-paul poff-wildstar-creaturevariants.jpg?1448640917 - That is the Warpigs from the game we are named after.

http://orig04.deviantart.net/9e40/f/2012/182/c/7/c70ddd02f42c5dfc95d8aff5b4e16965-d55k08i.png This is a warpig I found on deviant for the logo I put together

- **What key pieces of information / copy need to be included?**
- **Include any images, sketches, or documents that may be helpful.** I had made this a little while back: http://imgur.com/SCEROmZ while I like it, I am not very skilled and would like to see what someone else can come up with.

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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**. I really like how shiny these logos are the the popping colors.

https://dcassetcdn.com/design_img/18197/21545/21545_447711_18197_image.png
http://img05.deviantart.net/1357/i/2015/019/9/6/myo_clan_logo_by_littleboyblack-d5v4rot.jpg
https://mir-s3-cdn-cf.behance.net/project_modules/max_1200/26302831919823.5666d5f05a005.jpg
https://s-media-cache-ak0.pinimg.com/originals/d8/1e/7c/d81e7c89e8a7facdbab54fe11067233d.jpg

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

https://i1.wp.com/ishotagency.com/wp-content/uploads/2013/03/agile_clan_logo_sneaky_by_commie gfx-d5bf6ax.jpg?fit=900%2C900 - This feels too cluttered

http://orig00.deviantart.net/6176/f/2014/237/d/1/gstar_gaming__cs_go_clan__logo_by_itsarandomho bo-d7wnoor.png - Very bland, not enough color

https://s-media-cache-ak0.pinimg.com/736x/a8/32/24/a83224c30a29a12370190cb7e66fbcc6.jpg
- Too complex

https://cdn6.f-cdn.com/contestentries/133293/7341710/5491e8a7b6860_thumb900.jpg - Feels empty

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Who is your target audience?

- **Who are you trying to attract with your marketing message? Be specific.** We would like to attract more gamers into our community. We are accepting of all ages and for all games.

- **What is the overall message you want to convey to your target audience?** Our message is that we are a good strong community that's skilled, competitive and knows how to have a good time

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Tone & Image:
Funny / Casual / Formal / etc. What tone and imagery will be most effective, specific visual goals?
This can go anyway. I love a good laugh so I don't mind if it's funny to reflect our fun side, as long as the rest of the logo is strong, or I suppose casually formal.

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How will success be measured?
- **Number of leads generated?**
- **Will you be measuring your goal (see above) by the number of sales made?**
- **Or something else?**

  - If this question is directed at the logo, it will be measured by the response of the guild.

  - If this is about the guild….
  I feel as through we have already succeeded. As a guild we have been together for two years mainly playing a game that is said to be a "dead game". And we are branching out to various other games as our community grows. I suppose from here, to more our community grows and evolves that more success what have achieved.

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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):

- 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.

We are looking for either an Emblem or Character

☐ Word mark

Your company name in a stylised type/font becomes the logo.

☐ Pictoral 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?** The almighty warpig!!!
> I am terrible with with celebrities so I asked the guildmates for some input.
>
> With some of the goofballs that we have in our guild I would say Jonah Hill, however I would like to believe that we could live up to a Morgan Freeman
>
> Ru paul?
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> Brad Pitt in any war movie
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> Dwayne the rock Johnson
>
> Chris Farley

- **How important is this project to you on a scale of 1-10?** 8
  While having a good logo is important to me, I realize, it's not required for us.