The logo

- What words or letters do you want included in your logo? AV8 AERIAL IMAGERY
- Do you have a tagline? Do you want it to be included in the logo?
- Provide five adjectives to describe your logo. Some examples are below.

Strona.	descri	ptive.	familiar.	modern

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Tell me about your company:

- Explain what your company / organization is and does. I provide aerial photo and video files.
- How are you different than your competition? <u>FAA part 107 certified, insured, LLC. High quality equiptment, experienced.</u>
- What are the benefits of your product/service? <u>Give your company/product a professional look.</u>
- What attributes of your business / organization would you like your logo to reflect? <u>Professional</u>,
 cinematic
- How do you intend to market your company? <u>Logo on vehicles, instagram, facebook.</u>

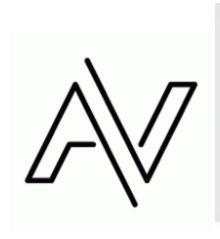
Goals and Objectives:

- What do you want to happen as a result of this project? I want a logo that makes me feel cool to drive around with.
- Identify long-term and short-term objectives.

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. Im fairly
 open to design, but if possible, and if not to cheesy. Id like the 8 to have a sidways
 shadow or something below it that resembles a drone(not required but it could be cool).
- What key pieces of information / copy need to be included?
- Include any images, sketches, or documents that may be helpful.

BELOW: I like these logos, simple but modern. Id also like to incorporate one of the silhouettes of the attached drones if possible, similar to how Redblade did.





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

Below: I don't like these, too professional, not Ideal for a cinematic business. They need to be more architectural, if that makes sense.









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	 Who are you trying to attract with your marketing message? Be specific. What is the overall message you want to convey to your target audience? 				
<u>Modern</u>	Image: Casual / Formal / etc. What tone and imagery will be most effective, specific visual goals? and Professional				
How wil	Il success be measured? Number of leads generated? Will you be measuring your goal (see above) by the number of sales made? Or something else?				
What co	olors would you like to see in your logo? (It is usually best to stick to one or two colors): •				
	 Black: Fear, Secrecy, Formal, Luxury • 				
	Gray: Balance, Sophistication, Neutrality, Uncommitted				

Who is your target audience?

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lastly:

- If your logo was a celebrity, who would it be? Arnold schwarzenegger
- How important is this project to you on a scale of 1-10? 8