

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.

Strong, descriptive, familiar, modern,

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? **FAA part 107 certified, insured, LLC. High quality equipment, experienced.**
 - What are the benefits of your product/service? **Give your company/product a professional look.**
 - What attributes of your business / organization would you like your logo to reflect? **Professional, cinematic**
 - How do you intend to market your company? **Logo on vehicles, instagram, facebook.**
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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.
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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. **Im fairly open to design, but if possible, and if not to cheesy. Id like the 8 to have a sideways 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.



dji

DJI INSPIRE 2 with ZENMUSE X5S CAMERA
by Geoffrey COUPPEY 2017



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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.



Who is your target audience?

- 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?

Tone & Image:

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

Modern and Professional

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?

What colors would you like to see in your logo? (It is usually best to stick to one or two colors):

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- Black: Fear, Secrecy, Formal, Luxury
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- Gray: Balance, Sophistication, Neutrality, Uncommitted

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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