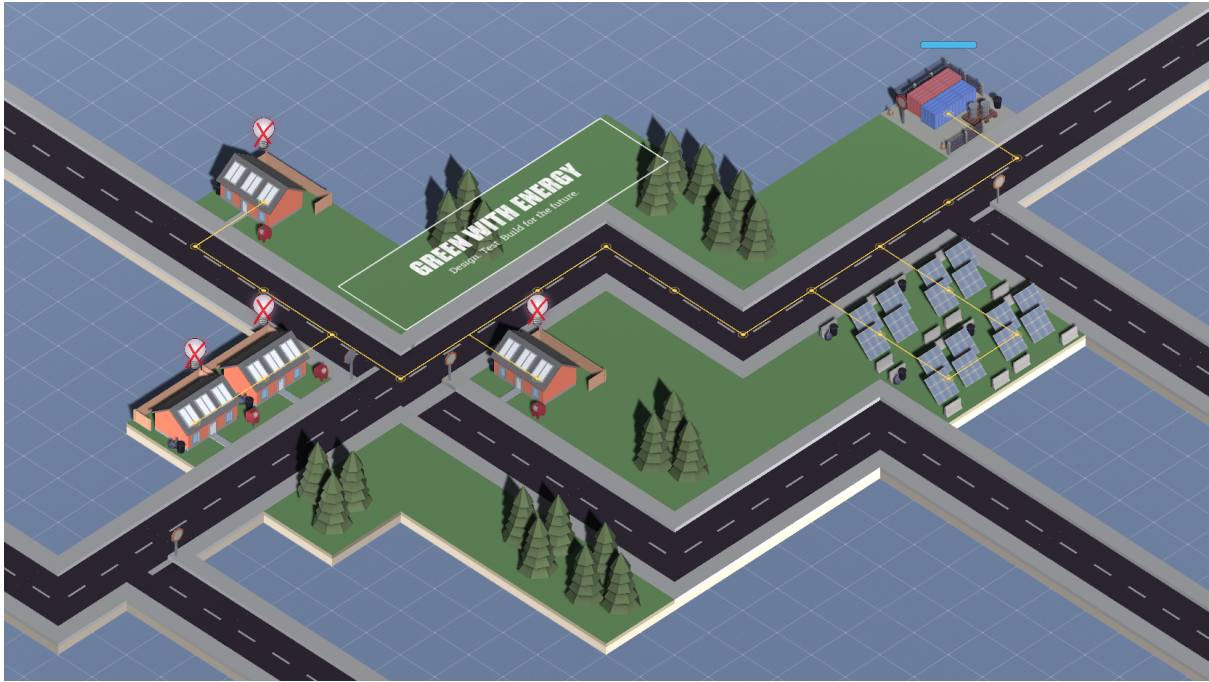




GREEN WITH ENERGY

Logo (Title + Icon) Design - Design Brief Document.

Status	Draft
Project Title	Green With Energy - Logo Design
Client	Orbifold Software
Brand	Green With Energy <i>Tagline: "Design. Test. Iterate."</i>
Product	Green With Energy
Point of Contact	hello@cameronbrown.co.uk https://greenenergygame.com https://discord.gg/xVfv2QPjxq
PROJECT Purpose and opportunity	The current logo one is just impact font and needs a full facelift. The logo is one of the core parts that draws people to the game, and this is surfaced in many places on the Steam store such as the capsule.
OBJECTIVE What do we want to achieve?	Design a new logo for the game (title and icon, together). The logo needs to mesh well in place of the placeholder graphics:





TARGET AUDIENCE Who do we want to reach?	• Steam customers ◦ PTAL at the Steam Store's branding guidelines/templates: https://partner.steamgames.com/doc/store/assets/standard • [Eventually] Mobile app store customers (Google Play, iTunes) • Genre: City builder
ATTITUDE Style and tone	First, I recommend looking at our store page and website to get a feel for the whole project: • Store page: https://store.steampowered.com/app/890890/Green_With_Energy/ • Website: https://greenenergygame.com I have created a moodboard of our competitors, related genres and logos I enjoy. As you can see, there is a lot of variety in the sizes that this logo needs to work for: https://docs.google.com/presentation/d/1eck_sNSFN7YdcvNR7cfHSwZ1GOaD3dqvf0Q4JcJX9CY/edit#slide=id.p Colour preferences: • Would like a logo that works over the images, as shown above. So this might be white, or use some of the other colours. • Electricity Yellow: #FDD136 • Cool Blue: #4CC3EC • We do not have a specific colour green, so please use one that mixes with those if you choose.
MESSAGE What is the key idea to be remembered?	This is a game about power grids and engineering. Key imagery I think would be useful are power lines, solar panels, wind turbines, etc...
DELIVERABLES & FORMAT Describe key pieces to be produced.	The logo, in very large resolution (1080p canvas or higher, whatever the artist is comfortable with). Preferably Adobe Photoshop or Illustrator format. The key requirement is that the logo scales down to multiple different resolutions, including: • Small Capsule: 231x87, 120x45 and 184x69 px • Header Capsule: 460x215 px • Main Capsule: 616x353px I am not sure what direction I want to take the logo in, so please create a variety of concepts first. We can discuss this via Fiverr Chat.
SCHEDULE & BUDGET Project timelines,...	TBD - As negotiated on Fiverr. A key deadline for the project is June 10, as this is when Steam Next Fest is happening.