

## Planning For Your Logo - Homework

You will now begin planning for your logo project. Your overall goal is to design an effective logo for a **fictitious** company or organization. You get to make it up however, it comes with some planning.

Choose **one** of the following entities that you'd like to design a logo for.

- clothing store
- restaurant or other food service provider (coffee kiosk, hot dog stand, ice cream shop, etc.)
- musical band / group

What will the name of the entity be? **Exactly** what words will appear in your logo design? Take your time with this and think about it carefully because it effects the rest of the project. Be careful not to include too many words.

EXCESSIVE ÜMLÄÜTS

Describe the entity. It is fictitious so nobody has ever heard of them. Be specific. What sets them apart from their competition? **Be thorough.**

HARD ROCK AND  
THIS IS A GERMAN HEAVY METAL BAND. THEY WEAR LEATHER CLOTHING WITH PLENTY OF STUDS AND SPIKES. THEIR MUSIC IS SIMILAR TO JUDAS PRIEST AND MOTORHEAD.

Clearly describe the **target market** for the entity. Notice that there is a lot of room for describing the lifestyle...go deep here.

gender: MALE

age: 14-45

income level: MINIMAL (KIDS) THROUGH \$50,000.

lifestyle: CONCERTS ARE IMPORTANT TO THIS DEMOGRAPHIC. THEY WORK HARD AND PARTY EVEN HARDER. THEY DRESS PREDOMINANTLY IN BLACK AND DENIM. THEY ARE MOSTLY WORKING CLASS PEOPLE. THEIR HAIR IS LONG AND THEIR PATIENCE WITH POSERS IS SHORT.

Get Mr. Eagen's stamp before moving on.

