

Overview

The goal of this assignment is to create a fictitious company or organization for which you will eventually design a logo. It is important that you think about some aspects and potential problems before you begin using Illustrator.

Target Market

A target market is a specific audience which is defined by a combination of demographics such as GENDER, AGE, LIFESTYLE, and SOCIO - ECONOMIC status (or income level).



Example 1: JAMBA JUICE IS A FOR-PROFIT COMPANY WHICH TARGETS BOTH MEN AND WOMEN, AGES 16 - 45, HEALTHY LIFESTYLE, MIDDLE TO UPPER INCOME.



Example 2: TOYS FOR TOTS IS A NON-PROFIT ORGANIZATION WHICH TARGETS BOTH BOYS AND GIRLS, AGES 2-6, LOW INCOME HOUSEHOLD. LIFESTYLE ISN'T OVERLY APPLICABLE.

Briefly describe the target market for the following companies/organizations.



gender:  
age:  
lifestyle:  
income level:



gender:  
age:  
lifestyle:  
income level:



gender:  
age:  
lifestyle:  
income level:

YOU COMPLETE THIS SECTION