

Personal Identity System | Blackbird Design

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Project Summary:

Blackbird Design is a new startup company looking to start in Lincoln Nebraska. As of yet they are small, but dedicated and determined in their work. Their highest concern is for their customers, which they want to be felt in their logo, as well as their traditional, creative, and friendly nature.

Audience Profile:

Blackbird Design wants to cater mostly to the needs of publishing firms and self-published authors. This audience ranges greatly from age, to race, to background experiences. But one thing they all have in common is a desire to get their stories out there: be it a novel, novella, anthology, or book of poems. This audience will usually stay up late to continue writing after a long day of work, drink countless cups of coffee or tea, and be fairly quirky in personality. They love their characters as if they were a brother, sister, or even a lover, and often act as if they are real people.

Perception, Tone, Guidelines:

To gain the best amount of attention, Blackbird must put themselves out as professional, with quality work and ethics. In order to attract their audience they must also “fit in” with their niche by mimicking publishing firm logos somewhat in design to make authors more comfortable and more likely to look further into the company. The logo must be of a design that evokes freindliness, traditionalism, but also creativity and a desire to try new things.

