

## Design Brief - Logo

### Company Info

What does your company do?  
social betting  
Company History  
New startup, no real history

### Goals

Project Goal  
Logo designs  
Full Logo w/ company name  
Symbol Logo  
Color scheme  
What are we trying to communicate? Why?  
Social networking - it is key to the purpose of the business  
Fun - Light hearted service  
People taking positions - conversation of the social network  
Trying to sell more or get awareness of your product?  
Get Awareness... need a logo for newborn company  
How do you differ from your competitors  
We offer a service for people to wager on their opinions with their friends/network. We keep people accountable to the things they say. Other services are just a constant stream of opinions and thoughts, and the conversation rarely revisits old posts.  
Do we want to reinvent ourselves, or are we simply updating our promotional material?  
We are inventing ourselves  
We don't have any old materials

### Target Market

Age  
15-45  
Customer profiles  
Young professionals, college students, social power users, People interests in: business, politics, sports, etc.  
Attitudes  
People who like to debate, have fun bets with their friends  
Socially conscious  
Geography  
United States

### Required Text/Photos

Name

thesettle  
thesettle.com  
Flexible on capitalization  
Tagline  
Once and for all, finally  
Think before you speak  
Be right (be correct)  
Photos/Images  
None

## Specs

Size  
?  
Expected Use  
Website  
Possibly printed on stickers,shirt,schwag  
Other Specifications

## Benchmarks

Examples  
Facebook  
Twitter  
Foursquare  
Instagram  
Yelp  
Urbanspoon  
Things to avoid  
Hipster

## Budget

?

## Deadline

March 17, 2012