

DESIGN CROWD SUBMISSION

Project Description

YAY is a creative agency that crafts memorable product experiences through meaningful design. By channeling the needs of the business and its customers, we are able to construct solutions that are elegant yet effective, powerful yet playful, and familiar yet stimulating.

In addition to our focus towards creating excellent products, we firmly believe that building a strong company culture is paramount. Our values revolve around building an environment that is passionate, supportive, collaborative, curious, humorous, and healthy. The YAY team is relatively small, and we intend on keep this family tight-knit. We take great care in deciding who we work with and what we work on.

What we're looking for is a designer who is willing to take on the challenge of helping us visually define and express the YAY brand. We must comfortably occupy the consumer, commercial, and enterprise sectors. This means looking professional without sacrificing charm. We're passionate about design and we care about people.

Deliverables

Logo

The first exercise would be to create the YAY logo by referencing the concept that is attached (*filename: YAY Concept Logo*). We like the idea of utilizing negative space, but are open to other suggestions. In terms of color, we've been flirting with the idea of purple as the primary color, but are again open to other explorations. The logo should be bold, professional, playful, and versatile (it should look just as crisp blown up on a website as it would on a contract).

Accepted Format(s): Adobe Illustrator (.ai)

Business Card

The second exercise would be to design a business card utilizing the logo. The shape can be standard or square (single or double-sided), and must include the following:

- YAY Logo
- First and Last Name
- Job Role
- Contact Information (email address and phone number)

In terms of typography, we'd like to see considered pairings that compliment the logo, are legible, and can cohesively translate to other mediums (i.e. the YAY website).

Accepted Format(s): Adobe Photoshop (.psd) OR Adobe Illustrator (.ai)

Style Guide

Finally, we'd like to have the brand defined and presented in a style guide. This would include the full color palette (primary color, secondary color, etc.) and font usage. In addition, we'd like to see rationale clearly communicated for the decisions made.

Accepted Format(s): Adobe Photoshop (.psd) OR Adobe Illustrator (.ai)

Visual References

Companies that inspire us:

teehan+lax

<http://www.teehanlax.com/story/teehan-lax/>

HUGE

<http://www.hugeinc.com>

AirBnB

<https://www.airbnb.com>

Kickstarter

<https://www.kickstarter.com>