

Company Name: Crax

Product: Stimulant that can be used before a sporting event as a player or spectator. It works fast but wears off quickly.

Deliverables: Logo, Business Card with Logo and website (getcrax.com)

Overall Target Market: Male 18-45

- Primary Target Market: Male 18-25 / Collegiate
 - College, Athletes, Fraternities, Rec Sports Leagues, sporting events, concerts
- Secondary Target Market: Male 25-35 / Young Professional
 - rec sports leagues, sports events, young professionals , concerts

Color Scheme: We are trying to decide between two color schemes and would like to see ideas presented in both color schemes:

1. Red, blue, black
 - a. If the blue isn't working with red and black, yellow could be used instead
2. Blue, Orange, White

Logo: We still need a logo designed. I prefer Sans-Sarif font types. Other than that any font suggestions are welcome. We have brainstormed two different ideas, but we're open to different interpretations:

1. Lightning incorporated into the logo somehow. More natural looking lightning vs cartoon
2. A hand representing how you use the product. You smash it between your finger and thumb. Could be taken literally or represented