


- 1.** Brand: WAYL
 Words on Logo: WAYL or Wayl
 Tagline: No
 Meaning of Word: Play off the animal word "Whale"
 Industry: Consumer Electronics and accessories related to computers and portable media, home and portable video & audio, cameras, cell phones, video games, vehicle electronic accessories & health and fitness.

2. Electronic Company Competitors Logos:



3. Whale Icons/styles I like:



If you can spell out WAYL into a whale shape that would be ideal
 The icon should work standalone without any words and be obvious its a whale shape
 Should be unique & memorable
 The whale can be top heavy or bottom heavy 
 If possible, have blowhole element (dots, pixels, lines, etc)
 Because WAYL is an electronics products company, some squares/flats in the logo maybe better than organic
 The Wayl icon represents that its powering the electronic device. Its the consumers buddy he can depend on. Powered by a Wayl
 Whale can face left or right

4. Things to avoid:



No Tail Icons No Realistic Shape No too cutsie/baby No real water splash

5. If you are able to use WAYL text to be the icon, please place WAYL font where it looks best (bottom, top, left or right)

Text with Whale Icon Logo. Text Under it or to the left and San Serif Thick/Heavy Font (preferred):



6. Colors - Use any color you like. But logo must work in black and white. Please show all three stages:



7. Use and Scale. - Logo will be placed on electronic devices as small as USB flash drives and as big as computers. The font WAYL sometimes maybe used without the icon when its deemed that the icon doesnt hold up too well when small. But preference is to get the icon to work as small as possible.

