

## **The Brief:**

Social Squad is a new “social media influencer” agency.


We need a logo for the business.

“Social Media Influencers” are people with large followings on social media (instagram, facebook, youtube, twitter etc.).


The Social Media Influencers are fashion models, beauty vloggers, mums talking about parenting, sports stars, athletes, celebrities, musicians etc. who have these large social media following and have ‘influence’.

Our business (Social Squad) connects Brands with these Social Media Influencers.

# Key Logo Requirements:

1. The business name and words “Social Squad” need to be the front centre and hero of the logo. They should be clearly readable.
2. The logo must be readable and visually appealing BOTH when small/tiny and when large on a website.
  - a. Tiny/Small (to fit 29 X 29 pixels) - the logo will be used as a thumb nail on social media and on the website like instagram, so must be able to be viewed very small. This means there can't be too much detail.
  - b. Large (to fit 1000 x 1000 pixels or bigger) - the website will be viewed as a large image on a website or even printed large on a wall so still needs to look great when large.
3. The logo should be fun, light, happy, “summer” in feel. Please include these 3 colours (pink, light blue, orange) in the logo, but can also use other colours too like grey or black.
4. **We have a design style/concept that we would like you to follow closely. Please follow this concept - see next pages.**

# The Design Concept - please follow this:

- We want the idea of a “super hero” style “Squad” to be visually represented in the logo
- That is the logo should create the feeling of a super hero squad, but the characters should represent “social media influencers” (fitness models, mum with baby, athlete etc)
- The characters should be in silhouette, either all one colour or potentially the characters silhouettes could be different colours. Eg. 
- Broadly we want the logo to look something like this (**with a transparent background behind the characters**):



However we want a hero 'swimwear model' girl with a cape in the middle (and two characters on each side of her). Something close to this:



## Team should represent “Social Influencers”:

1. Mother holding a with baby
  2. 20's something cool dude with cap and headphone
  3. Hero (swimwear model) girl with cape (**in middle**)
  4. Fitness Athlete dude, with muscles and V shape body
  5. Beauty influencer, with styled hair and lipstick stick... posing
- NOTE: Team should create the feeling of super heros, but not look directly like super heros. They should look like influencers. Do not use weapons, or batman style ears etc.
  - More silhouette style than a lot of detail on the characters. But can't be too dark in colour. Should NOT feel onerous, instead more light and happy and fun, summer colours. Possibly using our core colours of pink, blue, orange



Note - Team should be closer together than this image, slightly overlapping each other - to create the feeling that they are a united team.

We quite like this “house” type shape

Words “Social Squad” are front centre and main focus.



# Social Squad

As mentioned on the previous page: the team should look more like this with people overlapping as a united team (rather than with a gap between them).

But resemble Social Media Influencers, not actual super heroes.



Thanks.

We hope this is a fun project  
to work on!