

## NEW LOGO BRIEF – Robbie T

### ***Who is this for?***

This logo is for Robbie T - a professional magician operating out of Perth, Western Australia. He performs at events for adults – birthdays, weddings, trade shows, and corporate events. He is *not* a children’s entertainer.

His character is that of a *classic gentleman*. He seeks to convey *professionalism*, with an *air of class* and *sophistication*... Having said that, at times he can be a little bit edgy, a little bit cheeky.

His business is a service-only business. He is the product, and provides a quality entertainment service at events.

Website: [www.robriet.com.au](http://www.robriet.com.au) (this is going to be overhauled in the coming months).

### ***Overall Message?***

Quality and professionalism... But also fun!

### ***Project Description***

Business has slowed over the past couple of years. There are more competitors, people are charging less, the pandemic has also had a huge impact.

With the hope of re-gaining some momentum, I’m re-vamping my image, with a new website (in production), new sizzle reel (in production), etc. This new logo, is therefore part of this re-vamp.

### ***Style, Preferences, etc***

I’m no artist, so I’m happy enough to see what you come up with. However, here are a few comments and suggestions (these are not set in stone):

- Logo should be possible on both a white or a black background;
- 100% *no* magic wands, rabbits, or top hats;
- I do rather enjoy symmetry. Particularly radial symmetry (eg: Pierre’s logo below);
- If it’s possible for the logo to be shown in two ways (“Robbie T” or “RT”) without losing the overall feeling, that would be great, but not essential. Eg: refer Adam Mada logo below.



I like this logo... However, it belongs to one of my main competitors.

I do not want my logo to look like I've copied this, obviously.

Another magician, but on the other side of the country. I find this a little too plain and dull, but I do like the use of shapes for letters:



Here's an example of a classy logo. I really like the way it can be shown either in full "Adam Mada" or reduced to just an iconic looking "M". Note the symmetry.



Another example of a logo that can be shown long or short:



I like this use of shapes and negative space:

