

DURAL SNOOKER CLUB LOGO DESIGN BRIEF

Hi, my name is Tony. I am the manager of Dural Snooker Club. We are a sub club within a main sports club, which recently amalgamated with a larger Sydney club (Parramatta Rugby Leagues Club). The main club already has a new logo (see Main club's logo blue and white versions below).

Dural Snooker Club now needs a logo for their new team shirts and for email signature and stationary. (See my logo mock-up below).

Our logo will need to have a transparent background, as it will appear on Navy Blue polo shirts (see example Team polo shirt with logos below) as well as on White background stationary.

Logo mock-up



Design Brief

Logo **MUST** be on transparent background with a snooker player holding a cue stick and preparing to strike the white cue ball.

The logo **MUST NOT** include an image of any part of a snooker table or additional snooker balls. Keep it simple!

The font style for the text DURAL SNOOKER CLUB needs to be GOTHAM BOLD.

Preferred colours -
Snooker player (similar teal/blue colour as seen in my mock-up. **MUST NOT** look solid silhouette).
The words, DURAL SNOOKER (White colour)
The word, CLUB (Gold colour)

Main club's logo blue version
White version has tree trunk and DURAL as white colour



Example of Team polo shirt

