

Logo requirements

The following designs are required:

- Main logo.
- Variations for Android app icon and Apple iOS app icon. It can be one variation for each or the same for both.
- A variation for the Favicon of the web page (image under the link rel="icon" html header tag).

Our company is looking for a logo with a brand name called "Baroo". The product is an app related to nightlife and night leisure (bars, clubs, music bars, restaurants, etc.) providing services such as geo-location, information about the venues, etc.

The design requirements are:

- The name of the brand is "Baroo".
- The logo can either be related to the product (e.g. containing iconography directly related to bars, drinks, clubs, etc.) or be a "fantasy" logo.
- Flat design is required. Simplicity and freshness of logo proposals will be favored over complicated patterns. No or few gradients or complex shadows should be included.
- The logo should not have more than 5-6 colors, at most.
- The logo should combine well with a color with low or relatively low brightness.
- The logo should have a variation with no typography, or just with a "B". This variation will be the basis for the app store icons.

Other requirements:

- If the font is based on an existing one (e.g. Google fonts), provide the name and the link to it.