

## D Bounty Logo Design Notes 3-30-2014

### Technology Company

- Online workspace and social space

### Theme Idea

- Everything is real world in design/quality (as if it was made today and we are seeing it after a couple hundred years)
- Theme characters – w/ main character named “D” (concept character image below)
- Look and feel should be true to life for everything - no cartoon or fantasy styles - what would it look and feel like in the future
- Western meets Sci-Fi – Think FireFly genre - with Starship Troopers with a little Borderlands grunge (no cartoonish designs)
- Metal items show age, wear and or distressing
- If it was the year 3000 and the economy was not good, what would it be like? tech would be clean, people would be rough and physical things would be aged and not really kept up.

### Logo Design

- Distressed metal (not so that it becomes illegible)
  - Imagine a flat, round metal object (like a street sign).
  - Round bulls eye (Must be -2 rings and a center dot )
    - A dark red bulls-eye is painted (originally perfectly) on the sign (or metal) – The bulls eye was on the sign when it was new (before the aging & damage)
    - In an ox-blood or very dark brown color (rings and center dot)
  - In the outer ring upper left (all caps) BOUNTY
    - punched out as if it was metal
  - In the lower right spray painted on top is a larger "D"
- Everything is very worn with scuffs, dents, things like bullets bouncing off it. (example below)

