

About GuestRocket

GuestRocket is a mobile app for guests to collect loyalty rewards and coupons of their favorite restaurants as well as to order and pay for their meal - in advance or right at the place - to get a better and faster service than ever before.

Task #1

Design a Logo made out of two components: the lettering „GuestRocket“ and an icon that is usable in multiple sizes in many different areas such as app icons, stickers, business cards ...

Mood

discoverer, outer space, "the impossible", Be a pioneer,
playful but high tech
easy-going and trustworthy



Text & Font

Yes

- Preferred writing is with a capital G & R , but try uppercase too
- GuestRocket is seen as one name
- preferred font is sans serif, but try other fonts too

No

- please don't use plain lowercase writing (gastrocket)
- no space between the two words Guest & Rocket
- no italic
- no star trek or star wars like fonts

Icon

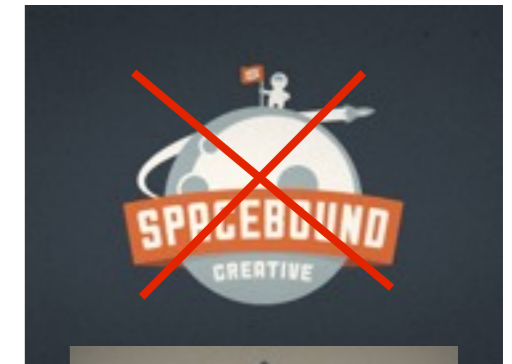
Yes

- Logo should have an icon, that is usable for Apps, business cards, stickers etc.
- therefore it needs to be simple and scaleable.
- extra bonus if icon has a G and a rocket.
- think spaceship, not bomb
- think abstract. what else could be a rocket?
- can a wifi icon be combined with a rocket?



No

- no „O“ with rocket, focus on the guest part
- no comic style
- no 50ties-60ties style
- no giant icon that only works on a big screen



Alignment & Form

Yes

do whatever you like. square, circle ...
align the icon and the name like you want

No

try to avoid a logo where the icon is entangled to the GuestRocket lettering.

