

## Design Brief

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<b>Task.</b>	Develop logo's options for Sports bar.
<b>Objective.</b>	Create a logo that reflects the Sports Bar positioning (below)
<b>Positioning.</b>	<p><b>Sports Bar shares your passion for sport</b></p> <p>The love of sport is best shared amongst mates - shouting, cheering and throwing banter, together through the big wins and the great moments.</p> <p>Our Sports Bar is the home for sports fans to gather as lovers of the game, immersed in the atmosphere of a bar that lives and breathes sport. It's why we have the biggest screens, so, your view of the game can't be interrupted.</p>
<b>Tone.</b>	Contemporary, Sporting, Passionate, Friendly, Australian.
<b>Feedback from research</b>	<ul style="list-style-type: none"><li>• Avoid English or American styling</li><li>• Avoid stars and / or shields (as these are seen as strong American / English cues)</li><li>• Need to have a strong link to sport</li><li>• The colour pallet should also reflect bring to life energy / passion</li></ul>
<b>Deliverables.</b>	Logo design options
<b>Mandatories.</b>	Sports Bar name = Sports Bar

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