

Brief for the creation of a company logo and icon for Gorgon Cyber

The request is to create a logo for a cybersecurity company targeting mid-sized businesses in the United States, Europe, and Asia-Pacific/Australia.

The brand personality should meet the following attributes:

1. The brand portrays strength; feminine strength pulled from the Greek Gorgons (think of Medusa)
2. The tone is serious because the product protects computers from hackers – benefiting the users, the companies, and even their country
3. The product is affordable.
4. The product is modern and high-tech

The company is Gorgon Cyber, whose name comes from a creature in Greek mythology. The Gorgon most commonly refers to three sisters described as having hair made of living, venomous snakes and scary faces that turned those who beheld them to stone.

I've included a couple of images to use as examples of what the founders are looking for as a foundation.

- 1 Strong Female Image
- Face-forward or Portrait
- It needs to be vector-based, so the image is clear when small
 - The vector example 3# is too detailed and does not look good when small
- The company font will be 'Work Sans' that is an open and free logo to download; however, you do not have to use this font in the logo.
- The Primary color is Ultra Marine Blue Hex #4661EE
 - The logo needs to also work in one-color black, and white.
- The logo should say: Gorgon Cyber
- The logo will be used on all marketing material and a physical hardware device/box.

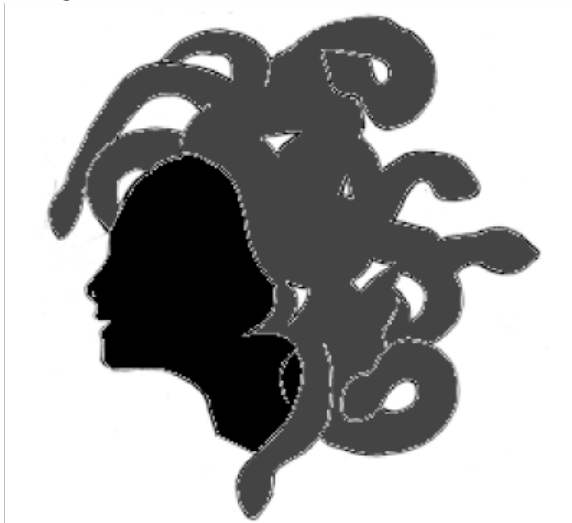
Comments on the images:

- Image/drawing 1: This is far too detailed to be a logo; however, a logo in it's likeness would be nice
- Image 2: This profile image does not show the snakes or give an impression of the Gorgon or its strength
- Image 3: This vector image has some good elements. The shield is good. The hair is good. There are too many snakes, and the nose on the face is not good.
- Image 4: A simplified version of Image 3.

- Image 1



- Image 2



- Image 3:



- Image 4

