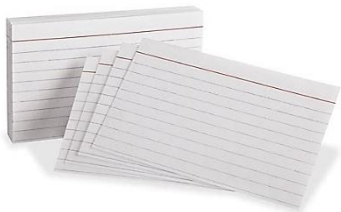


RSI Logo Design Brief

Product Details

My product suite is called Ready Set Interview (aka RSi) and is a collection of products in different forms and formats including coaching, online course, software, and a book. Overall these products are focused on helping jobhunters prepare to ace their interviews and win the job.

A core metaphor used in my products are flashards with the question on one side and the answer on the other as well as the concept of a set or stack of flashcards. For example, Top 20 Interview Questions, Behavioral Questions, Salary questions etc. Therefore one possible visual idea that comes to mind is that of a ‘card’ or ‘stack of cards’ in the logo and as a recurring image.



More broadly speaking, my products also can include the larger set of jobhunting actions and activities such as pre-interview preparation, post-interview follow-up, company research, managing references, and coordinating the job hunt actions and activities. These are different aspects of jobhunting and my teachings help jobhunters understand how they fit in overall to the ‘jobhunting puzzle’ and in relation to each other as puzzle pieces. From this perspective, another possible visual idea that comes to mind is a set of puzzle pieces that come together to form a larger puzzle.



Yet I also like the concept of a path or way (*as in ‘the fastest, easiest, and most effective path to becoming interview-ready’*) with interview-ready meaning you are ready and eager to interview and the ‘path’ or ‘way’ represents your journey to learning and mastering interviewing. From that perspective, and as one of the requirements listed below) I’d like to see the user of waves representing a path or way.



Target Market	All jobhunters, all jobhunters, but with a key focus on career professionals
Product Name	Ready Set interview (aka RSi). Also note that I like the abbreviation of Ready Set Interview to be RSi with the ‘i’ being lower case (you’ll see some examples below)
Slogans (examples)	Got Interview?
	Interview-Ready FAST
	The Fastest Way to Interview-Ready
	The Fastest, Easiest, and Most Effective Way to Interview-Ready
Uses for Logo	The logo will be used in my online courses, software, books, handouts, letterhead, business cards, social media profiles, etc.

Color Palette


My color palette is as follows. Note that black is very appropriate to add/use in place of #122136. Also, though I’m very set on this palette I’m open to other additions or minor changes include contrasting and completemetary colors (e.g. bright green or orange accents) if it helps make the logo more compelling than just the shades of blue and gray below.

#122136	#17557A	#1D81C5	#56DAFF	#919191	#DADADA
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Look & Feel

The feeling I'm looking for is professional and modern, friendly and approachable, but not *overly* personable. More specifically, in addition to the scales below, the logo should have a look-and-feel that indicates/represents a sense of 'speed and efficiency' as well as 'positive, growth direction.'

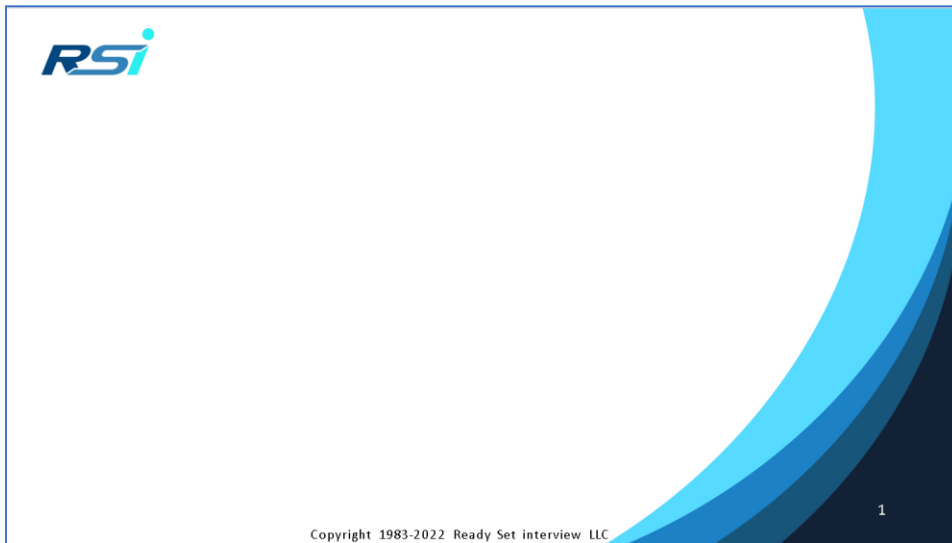
Requirements

- Logo symbol could simply be the letters 'RSi' creatively crafted and/or some kind of clear, but simple visual such as cards & stacks or puzzle pieces.
- Should somehow include a set of paths/ways/waves regardless of whether the logo symbol is a metaphor (card, puzzle) or the abbreviation RSi.
- With any reference to the abbreviation of the name Ready Set Interview, I strongly prefer the letter 'I' in **RSi** to be lower case with a dot on the I instead of a capital I.
- Sans serif font – withbold/full version contrasted against thin and thinner versions. E.g. 

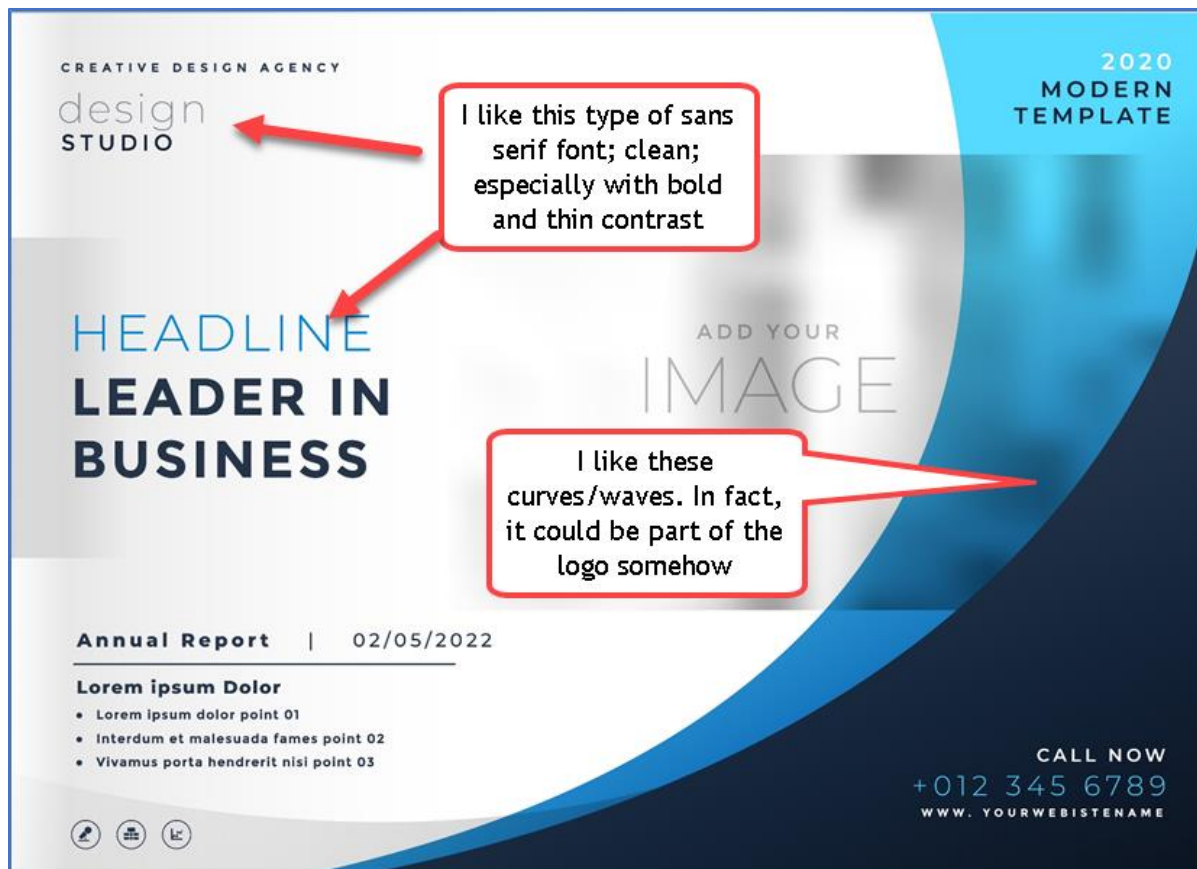
Reference

Below are mocks of logos I've done as well as other reference designs along with annotations/comments.

The following is a screenshot of a PowerPoint template that I designed that includes some of what I'm looking for. Note the use of 'waves' on the right side using the color palette. I might be fine with self-design with something like this, but logo has to fit and I might modify the PPTX template to match the logo (ideally).



This next example is essentially the overall look-and-feel of the style of brand I want with most of the colors in my color palette. Notice that I'm leveraging 'waves' which should be part of the logo as noted above.



The following are the mockups I came up with in terms of logos.



Really like how the letters flow into each other IF it ends up being simply the abbreviation 'RSI'

RSI Ready Set interview

Really like the 'path' indicated by the S, but this feels slower and more meandering. Probably would work better with a wave/river that appears to run faster.



Ready Set interview

Examples with the concept of using puzzles as a base symbol



Ready Set Interview



Ready Set Interview

I **really** like the overall simplicity of this logo below and the use of bold and thin typefaces. Plus the simple lines on the left (the logo symbol I call it) which could be 3 waves possibly. And perhaps the text is lighter to bolder with an emphasis on the word interview.



Shareline

Perhaps something along these lines:



Ready Set interview

I also like the concept of using a wave/line like this to link words or to complete a letter

IgniteConnex

Additional Logo Examples With Comments



Love the simplistity and clarity and very cool how the .com was woven in to this design



Love the simplicity of this. Perhaps the only thing I would change in this is making the upper or lower text thinner (in my instance)



Very nice, simple and clear , and clean



Beautiful design and love how the 'O's were turned into the infinity symbol. Plus love the contrast of white and orange against a charcoal/black background



Very simply, clean and clear