

# RSI Logo Design Brief

Note → the green-highlighted text below are the key requirements and ideas.

## 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.

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. Note that this does not mean a road. 😊 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. Something like these types of 'waves' or 'curves' →



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) or an upper case 'I', but with a dot on it anyway.
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 complementary 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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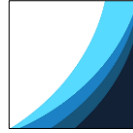
## Look & Feel

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 itself (not the full Ready Set Interview name) should simply be the letters 'RSi' creatively crafted/altered.

- Should include a set of paths/waves/waves **such as this example →**

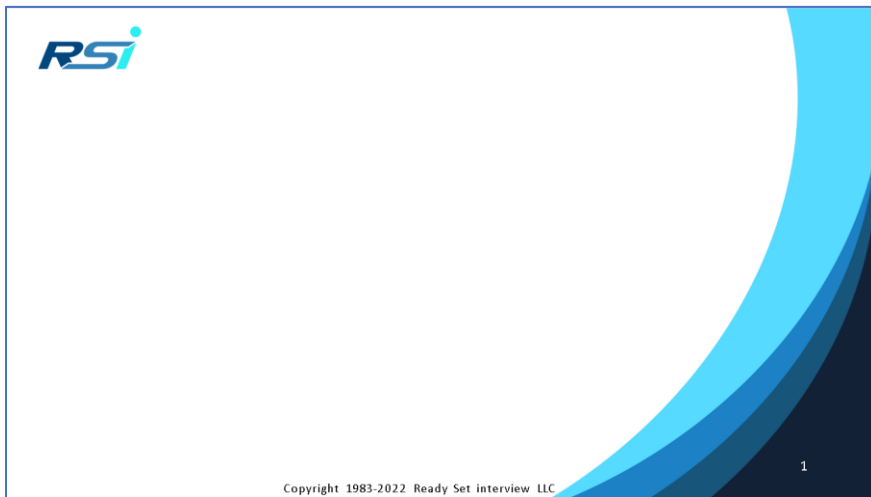


- Sans serif font **with bold/full version contrasted against thin and thinner versions. Note the bolder font against the thinner font**  
fontE.g. → **Share**line

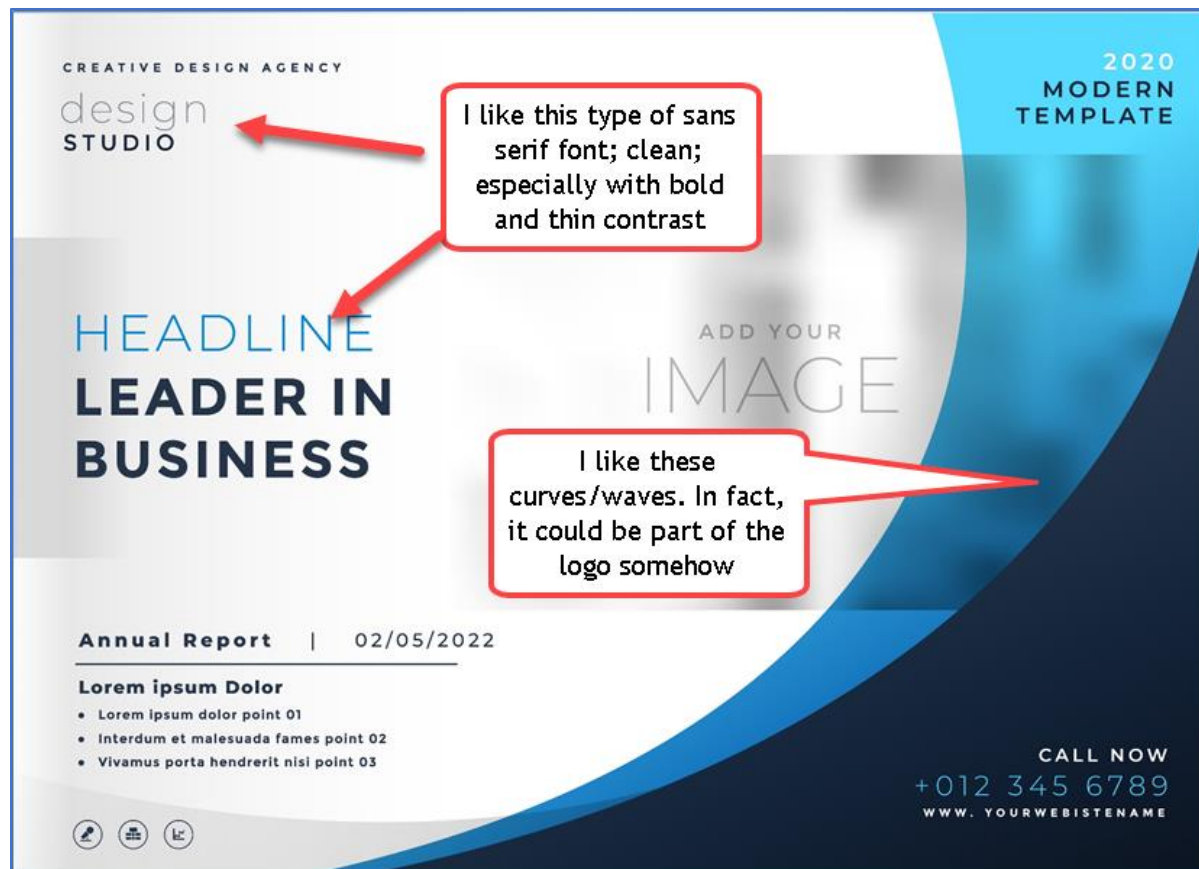
## Reference

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.



Really like how the letters flow into (lean into ) each other. Plus how the dot of the I is separate and it kind of looks like a person with a head.

**RSI** 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.



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



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



Very simply, clean and clear plus nice tie-in of color from the first word to the second where the l is the same color as the second word

