

## **Introduction**

Hi there. Thank you for your participation in my logo design project. I am eager to see what you can come up with that meets the needs described below. This will be sort of a 2 part design. I would like a full name log and a shorter logo with just 2 letters.

## **About the logo**

The logo I am in need of is for a new, upcoming urban streetwear brand. The idea of the logo design was inspired by racecar/Nascar fonts and designs. It's bold and represents dedication. I have spent a lot of time coming up with this and I am very excited to see my vision brought to life.

## **Design**

Please see image #1. I drew this design by hand so the spacing and lines are not perfect.

- The final product should have even spacing between all letters.
- The corners of each letter should be moderately rounded (not too rounded)
- The entire logo should be the same length horizontally (from left to right)

Please do not just use image trace and slap color on this. As I've mentioned above, this is hand drawn and not very consistent. If you want to image trace to use as a reference guide that is totally ok.

## **Color**

The fill color should be a darker/burnt orange and I would like a medium size yellow outline (not too bright of a yellow). I would like a thicker outer outline in black. Use image image #2 as a reference. Keep in mind, the "&" sign should have a white fill with yellow outline as shown in image #2

## **The Second Logo**

For the second logo, I would like the letter "S" and the letter "G" merged together as shown in image #3.

Use the same color scheme from the full logo

## Reference Images

Image #1



Image #2



**Image #3**

