



## **Ryan Hayden Logo Design Brief:**

### **Scope**

Please create a logo for our company: Ryan Hayden Ltd  
 It should be the text: Ryan Hayden, RYAN HAYDEN, ryan hayden  
 With an icon to the side (possibly a pangolin or “RH”)  
 Please do not include Ltd in the logo.

We would love for you to create a logo that conveys a sense of creativity combined with engineering knowledge and competence.

### **About us:**

We are an Engineering Design Consultancy that specialises in designing bespoke architectural structures for film sets and entertainment as well as residential/commercial buildings. We design large concert tents/stages/film sets/rigging devices. We have worked on structures and special effects devices for films such as the Rings of Power, Power Rangers, Cowboy Bebop, the convert, the upcoming Minecraft movie and designed structures for the America’s Cup and Sail GP.

You can get a sense for our company from our current website: [www.ryanhayden.nz](http://www.ryanhayden.nz)

### **Specifics**

I like the idea of a name logo that can be standalone with an icon to the side or above.

I would like to see some options for the icon as follows:

- abstract geometric text icon of RH,

For the Ryan Hayden text I am open to both uppercase and lowercase.

I like symmetry and things being in line (see examples at bottom).

I want to capture the following themes:

Minimal, Crisp, competent, creative, clever, straight to the point.

Slogan: I would also like to see options for a slogan underneath the logo which is:

“ENGINEERING DESIGN CONSULTANTS”

Thanks for working on my logo. I look forward to seeing what you come up with.

**Overpage are example logos I like + pangolin animal + colour palette.**

### **EXAMPLES I LIKE**



CANVAS+LOFT



TIMBERTEK



CANVAS+LOFT



**BIRD**



NEWHORIZONS

**salto**



SKYSTONE



ROAM

**221A**



FestivalFocus



SWISSFORESTLAB



**Beca**

**DX**

DANIEL  
XAVIER

**PeterFell**

**PeterFell**

Colour Palette Possibility – Note Colours Flexible

