***Carwash logo brief***

**Overview**

I have a 70’s funk/soul/disco band and need a logo for promotion/social media and merchandise.

***Elements***

I’m looking at the band name in 70's style 'swoosh' with maybe a wheel (think Hot Wheels logo) for movement. Added to this, the Dubai skyline (Burj Khalifa, Burj Al Arab, Emirates Towers) in the background and finally 70’s dancers.

There are 3 elements as I see them;

1. 'Carwash' in a 70's 'swoosh' style (http://compucentro.info/blog/csc/70s-font.html - scroll down and see the Pinkzap logo - this kind of feel not pink!). Maybe a wheel incorporated to add 'movement’.
2. Dubai skyline - this is to be at the background or above.
3. 70's dancer sillouette.

***Uses***

The logo will be used for the following;

* All marketing materials for online, print
* Backdrop
* Merchandise (70’s style t-shirts, key rings, mugs ect)

***Ideas***

I have attached a powerpoint with very, very rough cut and pasted ideas!! They are black and white

***Styles ideas – for reference***https://www.google.ae/search?q=hot+wheels&source=lnms&tbm=isch&sa=X&ei=CKtAVeasLpDfau-OgZgO&ved=0CAcQ\_AUoAQ&biw=1920&bih=1010#tbm=isch&q=hot+wheels+logo&revid=154486102

***Dubai Skyline - 'back-drop' – for reference***

https://www.fotolia.com/id/33812731  
  
https://www.fotolia.com/id/62230457  - really like the colours of this  
  
<https://www.google.ae/search?q=dubai+skyline&biw=1920&bih=1010&tbm=isch&imgil=lsV43P9xVKVEzM%253A%253Bo3PNnl09Ra93fM%253Bhttp%25253A%25252F%25252Fmatadornetwork.com%25252Ftrips%25252F40-worlds-impressive-skylines%25252F&source=iu&pf=m&fir=lsV43P9xVKVEzM%253A%252Co3PNnl09Ra93fM%252C_&usg=__bELX5mcYedi-xm4NiISJ8rlLaao%3D&ved=0CCUQyjc&ei=VqxAVbPELYGc7gaZzIDIAQ#tbm=isch&q=dubai+skyline+vector&revid=392187503>

***Other links for colour reference/style ideas***

[***http://www.colourlovers.com/palette/272168/70s\_Retro***](http://www.colourlovers.com/palette/272168/70s_Retro)

[***http://design.tutsplus.com/tutorials/create-a-psychedelic-funky-line-art-portrait--vector-5438***](http://design.tutsplus.com/tutorials/create-a-psychedelic-funky-line-art-portrait--vector-5438)

[***https://www.google.ae/search?q=70s+funky+colour+palette&biw=1920&bih=1010&source=lnms&tbm=isch&sa=X&ei=dttBVbXpE5DiatuKgYgF&ved=0CAYQ\_AUoAQ#imgrc=gAoccISMUzxKyM%253A%3BuCOBxWTUClFWYM%3Bhttps%253A%252F%252Fm1.behance.net%252Frendition%252Fmodules%252F148244033%252Fdisp%252F7281d18f5d70e9ac109c0d93c7631316.jpg%3Bhttps%253A%252F%252Fwww.behance.net%252Fgallery%252F21480479%252FClassic-70s-Funk-CD-Packaging%3B600%3B400***](https://www.google.ae/search?q=70s+funky+colour+palette&biw=1920&bih=1010&source=lnms&tbm=isch&sa=X&ei=dttBVbXpE5DiatuKgYgF&ved=0CAYQ_AUoAQ#imgrc=gAoccISMUzxKyM%253A%3BuCOBxWTUClFWYM%3Bhttps%253A%252F%252Fm1.behance.net%252Frendition%252Fmodules%252F148244033%252Fdisp%252F7281d18f5d70e9ac109c0d93c7631316.jpg%3Bhttps%253A%252F%252Fwww.behance.net%252Fgallery%252F21480479%252FClassic-70s-Funk-CD-Packaging%3B600%3B400)

[***https://www.google.ae/search?q=70s+funky+colour+palette&biw=1920&bih=1010&source=lnms&tbm=isch&sa=X&ei=dttBVbXpE5DiatuKgYgF&ved=0CAYQ\_AUoAQ#imgrc=6DJeDymPRZbbJM%253A%3B3IDTB1vZKHJ9LM%3Bhttp%253A%252F%252F2.bp.blogspot.com%252F-xyVWozn0VuU%252FUu4ectuAdSI%252FAAAAAAAACLY%252F1NCVeDi8QZ8%252Fs1600%252Fposter-design-tutorials-%2887%29.jpg%3Bhttp%253A%252F%252Fwww.tinydesignr.com%252F2014%252F02%252Fphotoshop-poster-design-tutorials.html%3B500%3B625***](https://www.google.ae/search?q=70s+funky+colour+palette&biw=1920&bih=1010&source=lnms&tbm=isch&sa=X&ei=dttBVbXpE5DiatuKgYgF&ved=0CAYQ_AUoAQ#imgrc=6DJeDymPRZbbJM%253A%3B3IDTB1vZKHJ9LM%3Bhttp%253A%252F%252F2.bp.blogspot.com%252F-xyVWozn0VuU%252FUu4ectuAdSI%252FAAAAAAAACLY%252F1NCVeDi8QZ8%252Fs1600%252Fposter-design-tutorials-%2887%29.jpg%3Bhttp%253A%252F%252Fwww.tinydesignr.com%252F2014%252F02%252Fphotoshop-poster-design-tutorials.html%3B500%3B625)