

Black Ops Productions, LLC

Creative Brief

We're a team of no-nonsense, get'er done - and done damn well - event production professionals. Over the past 10 years, we've worked together at different companies to produce some of the best, award winning events around the country. Finally we've decided it's time for us to take the bull by the horns and start our own company together!

Our job is to create and build amazing experiences for other people to enjoy. We make good times happen! Although there are several other production companies in our industry, we pride ourselves on our differentiating factor - we're no BS! We have the experience, know what we're doing and don't play the games that so many other companies in our industry do - which is something we're looking to have communicated in our logo design. Black Ops Productions gets sh*t done!

Details, specifics and examples as to what we're looking for are provided in the attached creative brief - we're industry professionals and wanted to make it easy for you to come up with something awesome! But the general idea of what we're looking for is a 3 color logo that incorporates black and grey, silver or white as the main colors and an potentially additional bright color that pops. A logo that incorporates our whole name as well as can be paired down to a simplified stamp version. The Black Ops Productions team is absolutely a special forces team.... but we need to stay away from making the logo too militaristic - no bullets, skulls, knives, etc. See the attached brief - it should give you a ton of information to work with.

Have some fun with this!

Black Ops Productions, LLC

Creative Brief

What we want our logo to communicate

- Experience
- Expertise
- Know-How
- No Bullsh*t
- Get'er Done Attitude
- Event Production

What we **DON'T** want our logo to include/Communicate

- Militaristic Elements
 - Some elements potentially can be included if done tastefully....
But again, do not want to be too militaristic.
- Wacko Fringe Militia
- Knives, guns, skulls, snakes, bullets, etc etc

We like the following color schemes

- We're looking for a logo that is mainly 2 colors with an additional color that pops. Below are EXAMPLES of the main colors we like as well as potential accent options. We're open to any variations that you can come up with, but would like 2 main colors for sure to be Black and the other silver, white or similar. The 3rd accent color should be used sparingly – if at all. We'll need to know the PMS codes for which ever colors are used.

Main 2 Color Examples



Potential Accent Color Examples



**The accent color is not limited to the examples above nor is it mandatory.
Use your creative awesomeness to decide what's best!*

Black Ops Productions, LLC

Creative Brief

MUST HAVES

- Full company name [Black Ops Productions]
- Included element(s) that can be used as a stamp/badge (see below examples)
- Clean look and feel
 - Nothing overly complicated or busy

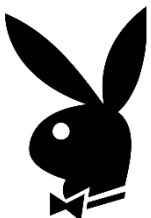
Potential logo inclusions and considerations

- Est. 2015
- "Missions. Accomplished."
- Something unique and iconic

Full Logo Examples



Stamp/Badge Examples



Black Ops Productions, LLC

Creative Brief

Rad Logo Examples

As you can see, there are a wide variety of logos we like ranging from serious to playful and modern to traditional as well as elegant to bold. We'll know the winner when we see it... get creative and let your juices flow!

