**DIGITAL VIKING Specifications**

August 16, 2013

**Overall:**

We are a newly formed digital media company (with Viking blood) focused on

* Responsive and mobile design
* Mobile development
* Innovation
* Professional photography and video production

**What we need:**

Either something as simple as using the name itself “Digital Viking” or something in conjunction with a logo. I am a big fan of simplicity so Google and Tesla (with or without the logo) comes to mind:





**Opportunity:**

If another name other than Digital Viking comes to your mind, please don’t be shy about suggesting but also keep in mind the ideal use case for the name and/or logo would be Web, Mobile and mobile Icons (not critical, just bonus points), Business Cards, Invoices, Powerpoints

Continued…..

**Specs:**

Bold – as in masculine

Simple

Cool

Edgy and perhaps a little controversial is OK.

**Big no-no**

Too many colors

Delicate design with too much details

**Idea Triggers:**

Using a Viking, although not for the sake of using it.

Dragonhead

Viking Ship

Thor Hammer, but that is a little overused

Below is an option using DIGITAL VIKING, but don’t feel like I’m dictating…just a suggestion…perhaps it could be in digital pixels or in 0’s and 1’s?

**DIGITAL  
VIKING**

Other Examples of images that resonate with me.



I hope this helps. If you have any questions, please contact me asap: [hegstad12@gmail.com](mailto:hegstad12@gmail.com)