Our need is to create a logo for a smartphone/tablet application called “**Teammates**”.

The application will help users to create their own team and personal profiles for their favorite team sport. Through the application the user will be able to invite other team players to join the team so to be able to inform them about upcoming games and provide to them with various information about their team.

**The purpose** of the application is to provide to the users a useful everyday tool that will help them organize their team’s tasks and info in a fun way for their favorite team sport.

**The logo must be**:

* Distinctive/memorable
* Appropriate for the target group & to convey the intended message
* Practical/Versatile/Functional (It should be able to be printed from a stamp to a billboard)
* Timeless & unique
* Simple in form/easily recognizable & understandable

The logo must communicate the concepts of sports/athleticism, team spirit and energy/power.

**The target group** is consisted of males/females, age 12-45 that really enjoy playing team sports and they are savvy smartphone users

**The preferred colors** are the following (There must be a darker color and brighter color).

* Black
* Grey (RGB:38,38,38/HEX:#262626)
* Green (RGB: 0,255,0/HEX:#00ff00)

*Proposals for new colors are welcome.*

**The logo will include the name of the application “Teammates” maybe as a signature but it must be able to stand on its own.**

**References for the color combinations:**

  

 