

# Let It Play Entertainment Logo Brief

Independent music business that specialises in EDM, R&B, and Contemporary Pop. We intend our logo to become synonymous with the LIP brand.

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## Target Audience

The target market for LIP Entertainment is 14-32 years old, that's not to say we would not like to reach members of the public at either end of the spectrum. The LIP Logo needs to be fresh and cool enough for our younger audience but still accessible to the higher end of our target market.

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## Logo Representation

With consideration to the acronym (LIP), it is important that the lips be a prominent feature in the logo.

The design should:

- Be striking and eye catching
  - Communicate a feeling of being fresh and trendy
  - Incorporate feminine facial features
  - Emphasise features e.g. colour on the lips, hair strand / bow headband, etc.
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## Purpose

The logo will be used on company and artist websites, merchandise such as hats and t-shirts, flyers and in other official capacities.

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## Development

There should be considerations for development of the logo design to coincide with brand growth for the purpose of merchandise sales and diversity e.g. a male version with an afro or quiff, gold tooth, etc. The source files will be required to allow for colour changes and such.

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## General Look

The chosen designer will read this brief and understand our requirements beyond the scope of explanation; they will visualise what we need and deliver it with confidence!

The design should stand out from a distance and look stunning up close. We can imagine sketch / silhouette styles incorporated into the graphic design to kind of accompany or frame the main features.

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## Logo Wording

The company is called Let It Play Entertainment Ltd, but LIP ENT. / Let It Play Ent. would be ideal depending on what works best with your design.

The following suggestions are to give you options on the final design.

Accompanying logo possibilities:

L I P ENT.

LIP ENT.

LIP ENT.

Let It Play Ent.

Let It Play Entertainment

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## Reverse Side

For the purpose of merchandising such as T-shirts we may need a reverse side, this doesn't need to be included as we can simply fill in the head, but would obviously be appreciated with the final design.

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## Colours

The Logo should stand out as a monochrome design with colour accents to set it off e.g. lip colour, hair colour, etc.

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## Directional Design Examples

The photos are used to illustrate the use of colour. While the silhouette example is far from striking, it has been used as examples of the kind of direction that is envisioned. That said, we're open to other more striking directions.



The following example was selected to express the kind of designs that would captivate us due to the commercial potential.

The skull is amazing! From a distance it looks like a skull, mid distance you can kind of see both, yet close up it looks like 2 ladies. While not what we envision, a designer capable of delivering a design to our spec with such amazing detail and versatility would win hands down!



