Pfun Entertainment Logo Brief

Please read this entire brief carefully first- attention to detail matters.

Submissions missing major elements will not be considered.

**What my company does:** We perform mountain bike stunt shows to crowds of all types. The shows are fun, engaging and action-packed.

**Task:** Design a logo for the premiere mountain bike stunt show based out of the mountain-states region.

**Characteristics:** Professional, clean, simple, rugged, action-packed. No more than 3 colors.

**Colors:** Lime green is a must.

I also like black, white, metallic silver, etc. Letters can be two tone if that works

**The logo itself:**

**1)** The words, Pfun Entertainment, will be stacked and aligned left like this

Pfun (bike picture)

Entertainment

-I’m not sure if letters should be all caps or not- up to you. Font and style is up to you.

**2)** You’ll see I’ve also attached a picture of me riding in a show. It’s my favorite picture :)

I want the bike and rider, alone, to be incorporated into the logo next to the “Pfun” and on top of “entertainment”. That means the bike and rider will be photoshopped or “cut” out, cleanly, from the picture. This can be used as a silhouette-fashion, 2D style, where the key elements of the photo (arms, clothing wrinkles, shoe, helmet/face distinction, microphone, gloves, etc, etc) stand out with lines and graphics, if that makes sense... or you can recreate it in your own way (cartoon, caricature) so that the rider has his front wheel actually on one of the letters of “entertainment”, next to “Pfun”. Photo might have to be inverted to make more sense. Be creative!

**3)** (Optional) - I was thinking maybe a simple, mountain range background to give it that mountain states, rugged feel. Or maybe some kind of other rugged feel will do. But the logo might become too busy... your call.

**RECAP:** 2 words, one picture. Lime green and 1 or 2 more colors involved. Professional, clean, rugged, fun, action feel

Obviously will need in high quality, PNG format.

Good Luck!