**Who we are:**

We make elegant food tv commercials. We want a logo and word mark for a new website.

Background. London Food FX is a new company set up by experienced Food-tabletop filmmaker/ Director Gus Filgate. With a ton of experience filming food and drinks for advertising commercials in the UK, the intention with this company is to expand and attract global interest. You can. See Gus’s work at darlingfilms.co.uk

Customers can either import Gus Filgate director to their own city for filming (principle target), or commission us to shoot in our London studios, with remote shooting facilities so they can oversee filming via zoom link (secondary target).

Please see the ‘About’ clip to see what type of film we do.

We’d like 2 things:

1) A logo.  
A simple icon that feels unique, very tasteful and easy to understand. We love the logo, word stamp and general design of this company: **found-studio.com** and hope to build our website with a similar aesthetic. It must not be too hungry for space as it will fit discretely on our site header. Again, see **found-studio.com for the kind of space we might use.**

We also want the logo to be something that can easily and simply become a moving gif, so its a bit alive,

Good to note:  
• The name London Food FX can break down to the letters LFFX or simpler LFX. This could be a starting point. But this is not a mandate!

* We also have an existing sister company here in the Uk that has been established for about 10 years that is called Little Fish Films. This breaks down to the letters LFF. So it follows that if the same design/logo/word mark could work out across the 2 companies it would be a bonus.

2) We'd like a 'word mark' design concept for the name ‘London Food FX’. We’d like this to work as both static, and as a moving gif (like the wordmark ‘found’ on the **found-studio.com site).**