**Logo Design Brief**

**Business Name –** Faction Elite

**Tagline –** reclaim the game

**Business Type:** Business to consumer, service focused on *customer intimacy*

**Business Purpose:** To empower the world’s highest performers in reaching their fullest potential, in a manner which inspiresothers everywhere.

**Target Market:** 21-27 year old specialist or ‘star’ performer in sport, business or the arts. Highly Ambitious, Affluent and Most likely Male.

**Consumer Insight:** Dylan is the typical client I am looking to attract, Dylan is 24 years old, a professional athlete and a deep thinker.

He is living his dream and wants to make the most out of it. He also wants to make his mark on the world in some way through his talents.

He reads a lot of books about self-development and is always looking for ways to improve himself personally and professionally.

He takes holidays to places where his experiences will enrich him as well as to

**Brand Personality:**

1. **If my brand were a car….**

*It would be a Tesla Model S;* because this car is a game changer, it looks good and does all the things you would expect of a car. But it operates differently (it is electric) it stands for more than itself.

1. **If my Brand were a celebrity…**

*It would be Elon Musk,* founder of SPACEX and Tesla Motors; because of his courage to stand against the crowd, carve out his own path his own way, for reasons greater than his own success.

1. **If my brand were an animal…**

*It would be an Eagle*: the Eagle soars above all animals and sees a bigger, broader perspective it symbolizes great courage, strength, leadership and prestige.

**Key Colours**: colours that signify prestige, mystery and royalty.