

Statement of Need

Introduction

Please read our entire statement carefully, as we are a lean startup with intent to establish an ongoing working relationship with a preferred graphic designer as our business grows. We have guaranteed payment for this job with intent to receive an enduring design of professional quality, with the selected artist becoming our “go-to” designer of choice for future branding work. Furthermore, we will credit your design work on our web site in a “credits/details” section. In this case, we favor high quality over speed of delivery and are available to answer questions and work on drafts.

Brand and Purpose

Our web store is called "Hoplite Outfitters". Our main line of products is branded as "Stand TO!" We prefer a logo that can be paired with text delineating both “Hoplite Outfitters” and “Stand TO!” brands with minor variations between the two, or having carefully designed common visual cues that show a close relationship. Our Hoplite Outfitters storefront and Stand TO! brand market camping, survival, and disaster preparedness equipment.

Visual Inspirations

We have in mind artwork that depicts a stylized/simplified form of a traditional Greek hoplite shield, perhaps paired with a figure and/or spear. We need these inspirations distilled down to essential visual cues and avoid appearing too much like a high school mascot or cartoon. For the Hoplite Outfitters text, we envision a font and texture that is memorable and flexible for on-screen use. For the “Stand TO!” text, we are open to professional input on presentation and style. We have imagined the word “Stand” featuring small caps so the whole phrase has a strong balanced appearance. For example:

STAND TO! -or- STAND To!

Colors

Composition must be kept to a few colors; in addition to appearing our web site, we envision being able to embroider or screen a version of the logo on cloth items. We prefer strong colors that can provide immediate brand recognition, for example, black gold, and crimson.

Feelings/Emotions

Our logo must convey strength, protection, and readiness, and above all else be immediately recognizable. Simplicity of design is important to allow for versatility of application (web page, screen print, embroidery) without looking cartoonish.

Conclusion

We hope you view the above info as general guidelines and not as hard barriers. We look forward to seeing creative and innovative submissions, and are willing to work through drafts and iterations so we can get it right.