

RESIST

LOGO BRIEF

Introduction

Thank you for reading this logo brief. I've been working in advertising for over 10 years as a Creative Director working with clients like Holiday Inn, Bank of America and Verizon Wireless. You can see my work [here](#). After working for other people I'm starting my own digital creative agency.

Agency Name: RESIST

It's easy to become complacent. It's easy to do something because it's been done before. But now more than ever it's time to resist. Resist normal. Resist bad ideas. Resist simple creative.

We are a full-service advertising company focusing on content marketing, platform development, and digital strategy.

Audience

Fortune 500 businesses. Chief marketing officers, internal creative directors, marketing professionals. College educated individuals who have worked with other advertising agencies before and have strong opinions about design. While they are not always creatives themselves they understand good design.

Brand Values

Every agency tells you they're a storyteller. Screw stories. We make things happen. We want to be known for not only kickass creative concepts but for getting results. It's great to have a good idea. It's even better to have a good idea that actually makes a difference.

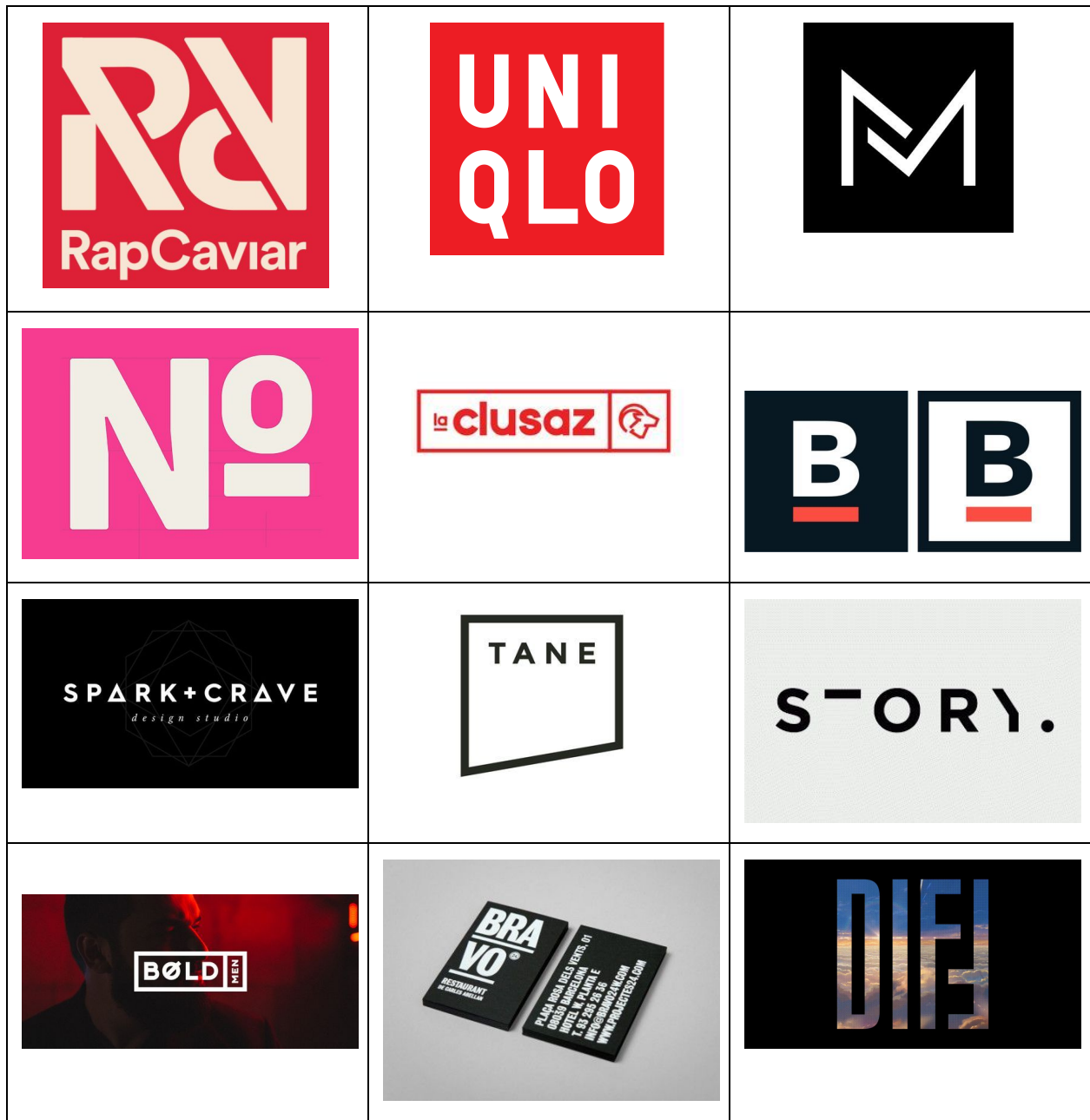
Rebellion Going against the grain. Fighting for something new. We're on a journey to change how brands view creative as more than just a pretty picture.

Fresh Everything starts with new, fresh ideas. Ideas that move you. Ideas that inspire you. We're committed to taking a new look at everything we're doing.

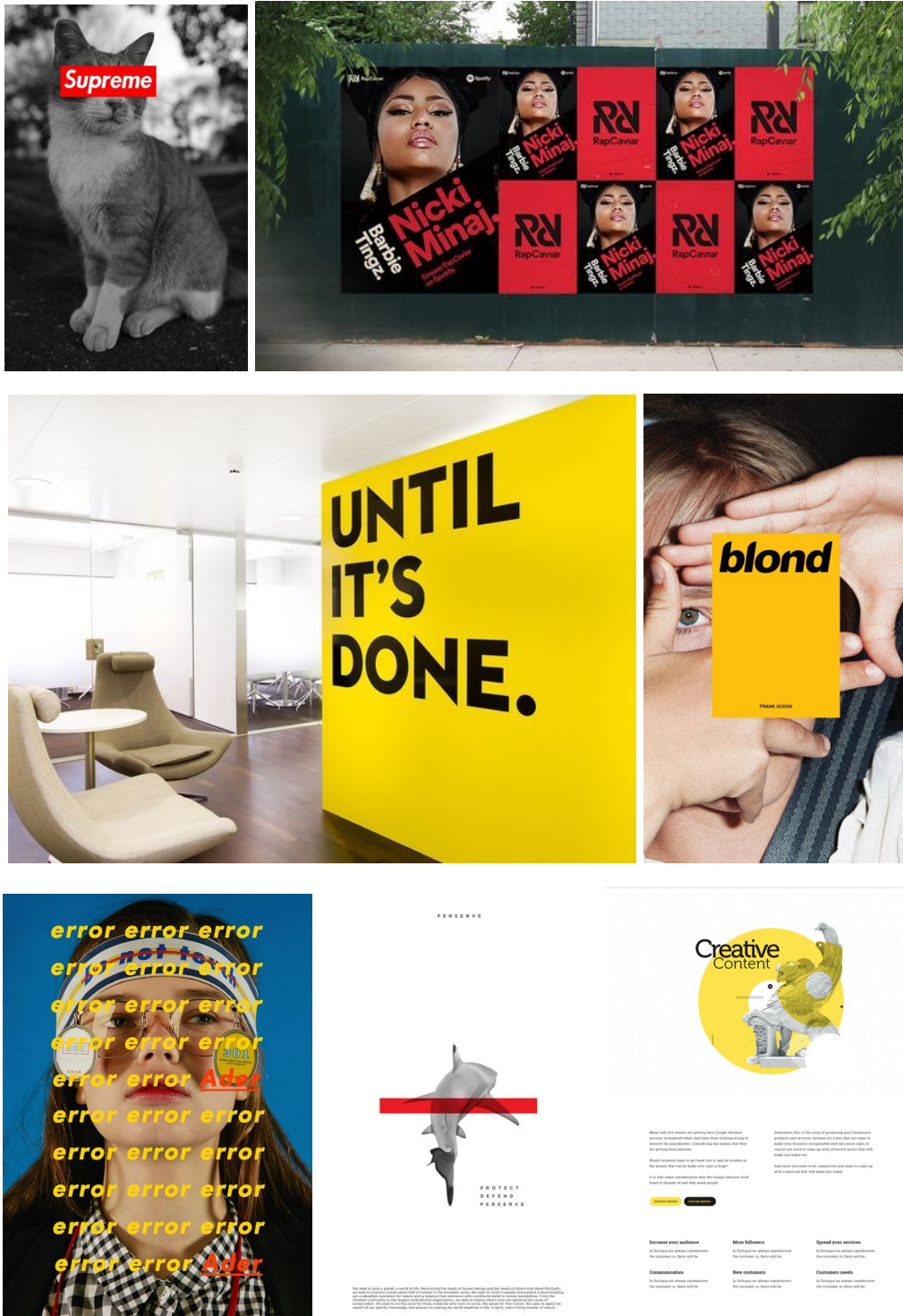
Effective Good ideas don't matter if they don't move your bottom line. Data is our friend. We measure everything and make sure we iterate until it's right.

Logo Mood Board

Below is a mood board of logos that we feel are in the stylistic and tonal universe we want to exist in. **Simple, Bold, Evocative**



Tonal Mood Board



Mandatories

- Type treatment is primary, visual mark (if any) would be secondary.

Watch Outs

- Don't make a non-profit protest logo. We're still an ad agency. No clenched hands raised in the air
- Don't use more than 2 colors in the visual mark
- Don't make things overly cute or complex

Deliverables

- Graphical Mark and Type treatment lockup in full color and reverse
- Color palette you used
- Original Illustrator files

Advertising Agency Logo Landscape

The following **IS NOT** a mood board for logo inspiration. It is an industry landscape analysis so you can see other the logos of other advertising and digital agencies.

Key Landscape Analysis Takeaways

- Most logos are text-based with a limited mark. When marks are used they are are simple, iconic and instantly recognizable
- Text-based treatment is legible and reduced down to the bare essence of the brand
- Color is used sparingly for accents
- Handwritten logos are **not** the norm