



# Name and Logo for a Sports Association

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Brand: Anonymous

Sector:

Country:

Category: Design : Logo, Graphic Design; Specific Creation

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Budget: \$1 200

Status: Closed

Language of Solutions: Arabic, Chinese, Dutch, English, French, German, Hebrew, Hindi, Indonesian, Italian, Japanese, Portuguese, Russian, Spanish

## 1 Step Brand Builder

[ who has written the BootB Brief for BootB Creators ? ]

We are two young entrepreneurs who have decided to found a sports association and organize sailing courses. Sailing is our passion and we want to share it along with our sailing knowledge and turn it into our profession.

We will provide our partners – registered via annual subscription, with a wide range of services.

- ∞ Sailing courses for both beginners and experts
- ∞ Courses for obtaining a boat license
- ∞ Tours and cruises with variable durations
- ∞ Support to take part in regattas

## 2 Step Project Objective / Description

[ what is the Brand Builder looking for ? ]

We are looking for a name and a logo for our Association.

**The name** must unequivocally recall the sailing world.

The logo must be clean, clear and recognizable even at a distance. We are imagining it with a sea appeal, reminding of sailing, sun, and summer, both in terms shape and color.

## 3 Step Target Audience

[ who should you influence ? ]

- ∞ Sailing enthusiasts;
- ∞ Amateurs who want to learn more about the fascinating world of sailing;
- ∞ Parents wishing to enroll their children in our courses

## 4 Step Proposition

[ what does the Brand want the target audience to get / understand / do ? ]

We would like to intrigue those who are not close to the sailing world and simultaneously we aim at inspiring trust and to the experts.

## 5 Step Support

[ why should the target audience believe in the Brand's proposition ? ]

Because we guarantee the highest levels of professionalism and security

## 6 Step Character

[ what are the features that define the personality of the Brand ? ]

- ∞ Fun
- ∞ Adventurous
- ∞ Professional
- ∞ Competitive

## **7 Step** Media Plan / Placement

[ where will your work appear? ]

The name and logo will appear throughout our corporate identity as well as on the sign outside of our field for courses.

## **8 Step** Additional Executional Elements

[ any other information the Brand wants to share with you ]

We accept the proposals in the following formats: Pdf, Jpg or Ppt.  
The winner will be required professional formats.