

Group Project Part 1: Company, Mission Statement, and Target Audience

Consider the following questions. Create a document in Google Docs, Microsoft Word, or Pages. Answer the following questions.

1. Create a fictitious organization, company or business name. Your group is an organization and your organization needs a logo. As a group, create a name for your organization, company, or business.

Organization's Name: _____

2. What is the organization about, what does it do?
3. What are the goals of the organization? How do you want to promote yourself? What adjectives can be used to describe the way the organization should be perceived? What is its "Message", or Mission Statement?
4. Who is the target audience? Who would want to buy the type of product/service that you make/offer? Choose a typical user and profile them in detail. Profile more than one target audience, if applicable.

- Gender: Is the group primarily male or female? What's the marital status?
- Age: What is the age range and median age?
- Location: Where does the target audience live? Are they urban dwellers or suburbanites? Where do they work?
- Occupation: What type of work do they do? What is their income range?
- Education: Are they highly educated?
- Interests, Attitudes, and/or Values: What are their special interests, hobbies, or habits?

5. Which 2 logos does your organization love? Why?
6. Which 2 logos does your organization hate? Why?
7. Who is your competition? List 2 companies or organizations that are similar to yours. How is your company similar or different to these companies.? What do you think about their logos?
8. Pick font(s) from www.dafont.com that you'd like the logo to be designed in. Write down the name(s):

9. Pick colors that you'd like the logo to be designed in.
