



Whitley St.
AGENCY

LOGO
DESIGN
PROCESS

Logo Questions

What do you do? What makes you different? Why should any one care? Who is your target market? What is their lifestyle? Who are your competitors? If your company was a person, what would be its personality? If your brand was a celebrity, what celeb would it most be like? What do you want people to feel when they think of your brand? What do you want people to think when they see you? What do you want people to say about your brand? What would your brand look like two to five years?

What makes you different?

Sketches

SOCIAL
PEOPLE

SOCIAL
PEOPLE

SOCIAL
PEOPLE

SOCIAL
people

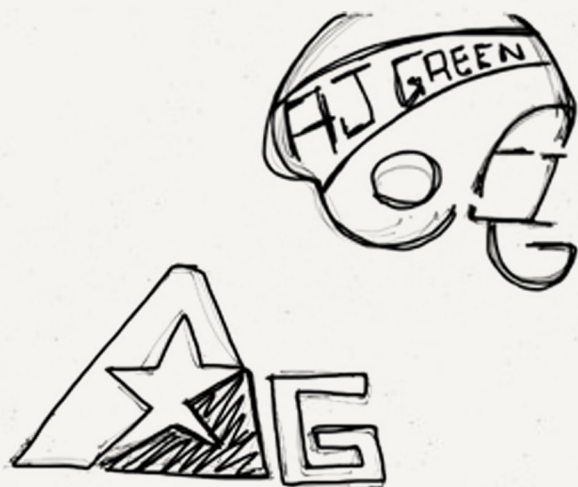
SOCIAL
people

THE BRIDGE

BRIDGE



THE
BRIDGE



Concepts

SOCIAL
PEOPLE

SOCIAL
PEOPLE

social TV
people

social TV
people

THE BRIDGE
MUSIC FOUNDATION

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THE BRIDGE
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Colors



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THE FIRST RULE OF SOCIAL MEDIA IS THAT YOU CAN'T CONTROL SOCIAL MEDIA



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