



Assignment 7: LOGO DESIGN BRIEF WORKSHEET /brand analysis

Complete your brief before your scheduled Designer Brief Workshop w. Gerardo Blumen.

1 What does your company do? (This is your *Value Proposition*)

EmoTrain is an interactive game application that uses AI to help children with Autism Spectrum Disorder improve their emotional and expression recognition skills. EmoTrain uses AI to understand human emotions.

2 What BHAG (*Big Hairy Audacious Goal*) is your startup seeking to achieve?

To become the world's leading deep learning tech company in assistive technology. Deep learning is a branch of machine learning (or artificial intelligence) such as IBM's Watson or Siri.

3 Whom are you catering to? (Think of the REAL audience. You might, i.e., be selling a service for kids, but the real decision makers would be mom and dad).

We are catering to the caretakers of those suffering from Autism Spectrum Disorder such as parents, educators, and behavioral therapists.

4 What are you giving them (those you're catering to) that they will definitely benefit from?

We are providing an educational and interactive platform that will help caretakers teach crucial skills to those with ASD. EmoTrain is unique in that it is able to track the user's facial expressions in real-time and therefore provide a game experience that trains users in facial expression mimicking and response.

5 If your startup were a person, who would it be? A serious scientist? Gandhi? Lady Gaga? Han Solo? James Bond? Ren? Conjure up the most representative character and write it down. Then define her/his **tone of voice** (i.e., formal, casual but respectful, youthful, classic, bold, funny yet compassionate) and indicate it, too.

EmoTrain has a dual nature. It is caring and compassionate but also has a creative and innovative side. The dual nature is due to the fact that EmoTrain deals with helping people with autism, and uses cutting edge technology to do so.

6 In one sentence, what do you want your clients to think about you? (don't make it sound like marketing talk; say it like you'd tell it to a friend, "you gotta check out this stuff because....").

We want EmoTrain to be seen as a really unique educational tool - our wow factor being that **EmoTrain is AI capable of understanding human emotions**. You can think of EmoTrain as Siri with eyes. We also want our clients to think of us as caring deeply about truly changing the lives of those living with ASD. We want our users to see us as the most extraordinary and remarkable game they've experienced.



LOGO DESIGN BRIEF WORKSHEET / executional considerations

A Pick three existing logos that you love (from any type of company) that evoke the same vibe and share the same look and feel you envision for your startup's visual identity. In one sentence, please describe why you love them.



What we like about twitter's logo is the ingenuity in expressing the company's name without needing any words.



What we love about this logo is the multi-color design.



We love Disney's logo because it portrays their fun and playful nature and creativity.

B Pick three existing logos (from any type of company) that have nothing to do with how you envision your startup's visual identity. In one sentence, please describe why they wouldn't work for you.



We don't like the idea of red being the main color because it gives an angry feeling.



We think this logo is too serious.



We don't like the text that tries to look too technical.

C Pick three existing logos from competitive companies that do what you do (competitors), to make sure you don't look just like them. If, however, there's an aspect of those logos you'd like to emulate, clearly state so.

emOTIENT™

What we don't like about this logo is that the text and color of the logo make it seem too serious and not innovative.



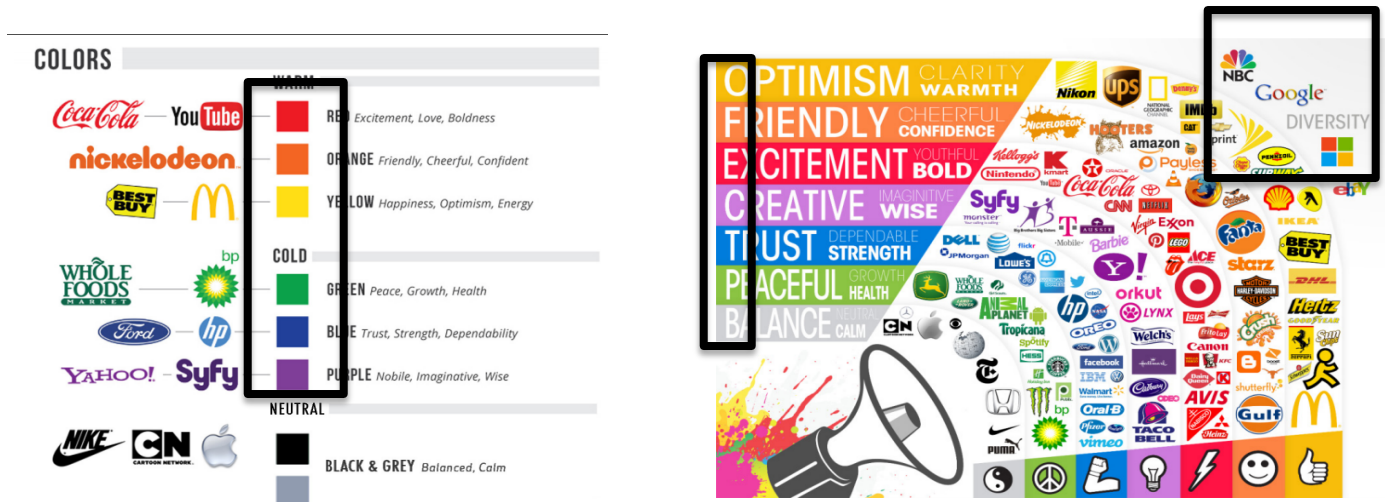
What we don't like about this logo is the playful text, which make it seem too childish and not a serious product.



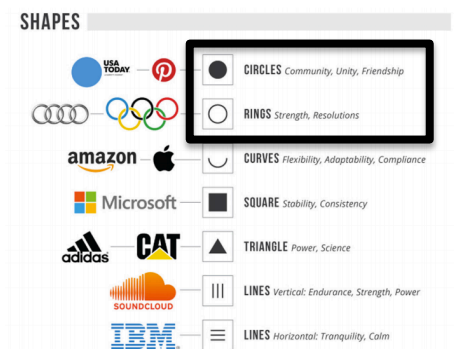
We like the text in this logo but we don't like the text bubble.

(OPTIONAL) Are there any mandatory elements that you absolutely need, or that you do not want as part of your logo? Is this non-negotiable?

- In terms of color we would like one of the options to be multicolored.



- In terms of shape we would like to see one of the designs to include circles or rings. We were thinking of having the “o” in “EmoTrain” replaced by an emoticon such as:



- In terms of fonts, we would like to use Serif + Sans-Serif to represent the caring aspect of EmoTrain + technology

