

## **Job Brief**

Shape Shift is a fashion company that sells plus-size sportswear. Our items are made with expert craftsmanship and are available in our retail stores. Our target audience is college students. We want to convey a sense of eagerness, while at the same time being inexpensive.

We are looking for a Designer that will create a logo for us that is attractive and beautiful and also conveys who we are. We also want you to work on our brand identity using the information we've shared, we don't necessarily have a design in mind so please use your discretion.

Colors: Blue, Black and Red