

PSU Logo Redesign Brief

What is Paid Survey Update?

Paid Survey Update helps people find market research opportunities to earn extra cash.

More about us here... <https://www.paidsurveyupdate.com/about/>

What is (paid) market research?

This primarily includes paid surveys, focus groups, and product testing, but can also include other “side hustles” like watching videos and playing games.

Importantly, the opportunities we offer are NOT life changing money, and for most people will be less than minimum wage. It's sometimes called “[beer money](#).”

How does our business work?

Our business is primarily fueled by our email list. We send millions of emails to our subscribers each month, driving them to paid survey sites and other market research opportunities. When our subscribers sign up for these sites, we earn a commission.

What are some other sites in the space?

- Survey Police - <https://www.surveypolice.com/>
- Millennial Money - <https://millennialmoney.com/best-side-hustles/>
- Paid From Surveys - <https://paidfromsurveys.com/>

What's the current logo?

Our current logo is a knockoff of the ubiquitous city oval stickers. While it is simple and renders well at small and large sizes and restricted color palettes, it lacks personality and fails to communicate much about our brand.



What ideas have we considered?

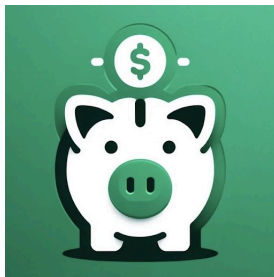
We've kicked around various ideas involving a piggy bank and some change.



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What are we looking for in a logo?

1. We would love for the logo to communicate earning, but not earning a lot, which is why we were looking at piggy banks and coins.

AVOID: Stacks of cash, diamonds, opulence.

2. While our name and primary focus is paid surveys, we also cover other things like focus groups, the “get paid to” hustle, and even occasionally clinical trials.

AVOID: Checkboxes and things that focus too heavily on surveys

3. We'd love to have a more “ownable” shade of green than the one we're currently using. I don't dislike the shade in the top right of the 3rd piggy bank image.

AVOID: The current green (#329841)

4. We don't really want / need anything overly complex or layered and tend to think something simple will work best.

AVOID: A lot of different colors, gradients, shadows, etc

5. We would like to see BOTH a portrait and landscape lockup that also includes the brand name with the logo. We're happy to cover out-of-pockets for font(s) if needed.

AVOID: Ornate lettering, very small type, other things that are hard to read

6. Over time we expect we'll need to use the logo on both light and dark backgrounds, and even possibly in a single solid color.

AVOID: Intermediate / 50% type colors

How and where will the logo be used?

The logo will eventually appear:

- Atop our website
- In browser / home screen / desktop icons
- Social media profile photos
- Email footer
- Display ads

What formats and sizes do we need?

- We would like to get the “source” (e.g. Illustrator) files
- We would like to get the standalone logo in SVG format
- We'd like to see it in a square format in these sizes:
 - Favicon - 16 x 16 px
 - BIMl - 96 x 96 px
 - Social - 512 x 512 px

How soon do we need it?

We have no fixed deadline but in the spirit of having a date in mind, sometime before schools let out / mid-May.

What's the process?

Kickoff call - done

Pay half

Carolyn to do first first pass (3-7 showing variation)

Review - May 2nd

Revise

Kill it

What are some existing usages?

