

WEEKLY LOGO CHALLENGE

Brief: 007

Disclaimer: This design challenge is a mock brief for a made up company to help you stay creative. All design rights belong to you for your work.

Company Name: CRABBR

What we do

Crabbr is the app for people who love crabbing. Crabbr has thousands of users and catches logged, which allows users to catch crabs and gain unique insights. Crabbr is your personal crabbing log, map, and forecasting tool in one app. Most importantly, you can choose to share your catch location - or not! It's always your choice. Your secret spots always stay secret.

Mission statement

We want to grow our community of outdoor enthusiasts and teach them about crabbing and sustainability in the oceans and rivers. By using our data to educate and learn, we can assist these ecosystems. If a spot has been overly used it'll be deemed as off limits.

Brand buzzwords

Fishing, Sea, Water, Outdoors, Natural.

What we are looking for:

- An icon and wordmark.
- A logo that depicts a crab.
- (Option) Maybe a unique wordmark without an icon.
- A logo that caters to people who love the outdoors.

Colours we prefer:



Brand styles we like:



Dolpy by Kakha Kakhadzen



Crocs by Andrew Korepan



Eagle/Fish by Konstantin Reshetnikov



To get featured on our Instagram page

Post your designs in our private Facebook members group and also on Instagram - add the hashtags [#logoinspirationsweeklylogochallenge](#) and [#weeklylogobrief7](#) to your instagram posts and show the Logoinspirations community your skills! (The hashtags are extensive so that it's easier for us to find) All your design rights belong to you.

If you have gone over and above using mockups creating a beautiful showcase, then please submit your work to logoinspirations@gmail.com and make sure you have a clear subject line that says WEEKLY LOGO BRIEF #7 so that we don't miss it. The best showcases will be featured as a blog post or featured as a dedicated newsletter.