Team Invicta

Assignments

- KE Legorii (8893): Writing
- KE Ood Bnar (3317): Logo
- OE Sanguinius Tsucyra Entar (10407): Writing/Proofreading
- ACO Kintocass (13695): Writing
- NOV Verse Theris (13723): Writing

Part I: Our Objective

Team Invicta's main objective is to get more young people more involved in the Brotherhood. We will accomplish this by getting a logo that appeals to or intrigues their curiosity. When you intrigue a young person's curiosity, you make them want to investigate the thing or things that intrigued them. And from that intrigue, you can build their desire to join the Brotherhood.

Team invicta's other objective is getting our name on the map so to speak. We can do that by getting a logo. A logo is a way to show people we are unique, and the Brotherhood is a unique group.

When looking at a logo sometimes it speaks more than words can. It provides information in the way of colors and shapes and it can also impact the way you feel.

The Brotherhood needs fully exploit the way a logo affects people. **In doing so, more people will be inspired to join.**

Part II: Our Idea

Team Invicta believes strongly in the power of people. We believe that by recruiting the best of the best, our organization can improve itself, and reach the peak of Star Wars fandom. However, we also believe in the power of beautifully-drawn, handcrafted logos that glitter like a billion points of light in a midsummer sky, with gentle, eye-catching contours, vibrant colors, and love.-

Enter the new Brotherhood logo. We think that this little beaut' should be *everywhere*. Slap it on the Twitter, the Facebook, the Myspace, and the Xanga. Slap it on the sides of barns, abandoned billboards, abandoned boards, abandoned Bills, and abandoned children. This is the kind of revolution that we can all get behind. The time to act is now. If we do not adapt, adopt this logo, and Adept, we will surely perish.

We need a youth movement. We need fresh blood. We need the idealism and the energy of the children, who hold our future in their undersized hands. This logo will give us that. Children will

flock to our new logo like bees to honey, and they will sustain us.

Behold...the new logo of the Dark Jedi Brotherhood!

Part III: Our Obstacles

The Brotherhood is fortunate to contain many talented individuals, many of which have design skills. That being said, many of the professional-looking corporate logos that we see every day were created with a great deal of hours of work from many specialists in the field of graphic design. The Brotherhood may face a challenge in finding individuals with such level of skill that are also willing to put in the time and effort to create a new logo for the organization.

As well, those participating in the project of logo creation would need to possess the needed applications to polish the design and prepare it for a web-based interface. Adobe Photoshop would likely need to be put to use here. As well, vector-based logos are rather popular nowadays, and such a design would implore we get our hands on Adobe Illustrator or a vector-based graphics application of similar caliber. If we plan to incorporate artist illustrations or photographs into the logo, one must consider the copyright holdings of these artists to ensure that our logo can be used in any manner that the DJB will have use for it in the future.

The option exists, of course, of paying a graphics design company to create a logo for the DJB. With this route, we must consider how to pay for the design, granted not all may be in agreement that a new logo is needed in the first place. We would also need to designate an individual within the Brotherhood to serve as a liaison to the design company during the creation process to communicate requests and concerns for the logo as well as handle the financial transaction.

Once we have decided how we shall create the new logo, we may want to consider what we'd want it look like. But how would we decide? It may be the case that the populous of the Brotherhood enjoys the current logo, and would be opposed to any new logo design. When a new design is implemented, the Brotherhood must prepare for critical discussion of the logo, as it is inevitable. Think of the new Facebook, YouTube, or Google Plus design changes. While the designers of these respective websites felt the new layouts were beneficial in terms of aesthetics and usability, there was a strong outcry from users on all sides. No matter how good the new logo might look, it will not be the old logo, and thus be unfamiliar and possibly not terribly well-received by all members.

Taking into account that there will be some critics to the design whatever we choose, the Brotherhood would then need to decide what logo would best attract the types of new members that we are looking to draw in. A sleek-looking vector design might draw in gamers, but one including elements of comic-style illustrations may better pique the interests of writers. Considering the audience, would the selection of the new design be selected through democratic poll? Or would be chosen via a judged completion? The leadership of the Brotherhood would need to consider this process prior to implementation of a new logo, and the selection process itself may involve a great deal of time and effort.

Now putting aside resources to create a new design and the selection of a preferred logo, implementation of the logo may pose an obstacle if it does not currently resemble the current web design of the main site and the wiki page. A slick logo will not serve its purpose if it looks out-of-place on the Brotherhoods' web domain, where potential members would be exploring in consideration of joining. If a clashing logo is chosen, the layouts of a great many pages would need to be updated to create a professional-looking image for the website as a whole. This graphics overhaul would have to be implemented by the handful of individuals within the DB capable of web design, and likely take a great many hours. We must ensure that there are individuals willing and able to take up such a challenge with a new logo chosen for the organization.

It also must be considered that clans and houses have chosen their own logos based on the logo of the DJB as a whole. Many a current logo on the site of these sub-organizations may need to be updated or changed once the new logo is implemented on the site to ensure aesthetic continuity and unity within the Brotherhood. Depending on how different the new logo looks from our current one, we may need to ensure the support of many of the logo-holding leadership in the Brotherhood to prevent folks from being miffed if their House or Clan logo suddenly looks much less attractive in comparison.

Part IV: Our Conclusion

We've discussed why we need a new logo, we've discussed our ideas about the logo and we've talked about the obstacles that stand in our way. Yet, despite those obstacles, we can counteract them with hard work, ingenuity and perseverance.

Our logo is designed to give people the first ideas of what the Brotherhood is all about. It's camaraderie, the friendships, the talent, the activities, the history, the enjoyment. And last, but not least....Star Wars

We have taken those things that as members ourselves, appeal to us most about the Brotherhood. The things that keep us coming back for more, even when we're down and out.

Those aspects that push us beyond our creative boundaries. Our competitiveness, our kindness, our ideals for a better place. A place that all can be proud of.

As such, our logo reflects those ideals and we present our logo to you now.

Please, stand and applaud for the sheer audacity, amazingness and creativeness of Team Invicta's logo....

I give you the logo!