

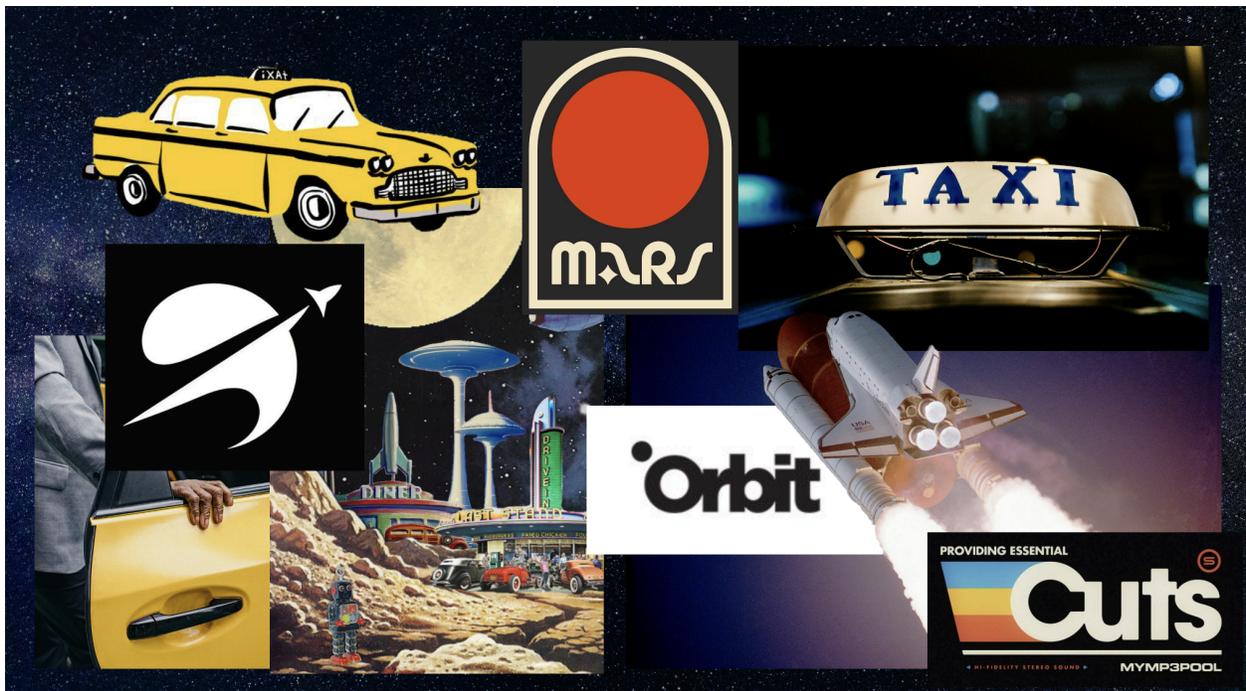
## Activity Sheet: Orbit Cabs Brand Design

**Prompt:** You are a brand designer and have been hired to design the logo for Orbit Cabs, a retro-style cab company that values speed, safety, and style. The owner, the client, would like you to design the primary logo for Orbit Cabs. They want the logo to accurately represent their brand, consider their aesthetic preferences, and align with the target audience.

*Remember, think CAB (Client, Audience, and Brand)*

### Client:

- **Owner of Orbit Cabs:** Sharyl Spencer
- Sharyl's main concern is that the logo is in **her style (retro-modern)** while **accurately representing the service her company offers** (speedy, safe, and stylish on-demand transportation).
- Sharyl is open to all logo symbolism; however, **she wants the company's values (speed, safety, and style) represented.**
- The client likes colors, including **red, blue, purple, and orange.**
- The client has compiled a vision board of content and logos that align with her style (view below)



## Audience:

- The target audience is **Millennial and Gen-Z urban residents**.
- They live in **urban centers** and **value safety, affordability, and speed**.
- The target audience likes brands including Polaroid, Levi's, Pinterest, Nintendo, and Duolingo.



## Brand (Orbit Cabs):

- Orbit Cabs is a **small business** that was founded in **Seattle, Washington, in 2023**.
- The brand **values speed, safety, and style**.
- The company's **goal is to provide safe and fast on-demand transportation**.