

# Findings from the survey and rationale for the logo

**Attributes:** Team players, outgoing, including, sporty and best friends.

**Vision and mission:** Compete in Norwegian championship in discgolf and create accessories with our logo and brand, expand.

**Key products or services:** logo, sweaters/t-shirts is the product they need to show their brand that is including and friendly.

**Key competitors:** Discmania, Innova and Progedy.  
Competitive advantage: A competitive advantage is that they are "underdogs" and will show that everyone can join and play Discgolf and have fun!

**Key stakeholders:** Thomas and Fredrik, The community and other players, audience.

**Value proposition:** They will give a fresh perspective and show that you can have fun and train hard. They will show that "underdog expectations" can actually motivate people to try to prove others.

**Target market:** Discgolf players (people who are interested in discgolf), age 15-30.

**The logo:** I have created three logo's with different options. They consist of the colours that suits the brand and what the client wished for. The logo show who they are. They are sporty, team players, fun and best friends. It also have elements of frisbee golf and sport theme.