

Voiceover Toolbox - Logo study

The task

design a logo and a video animation of the logo

Product / Company: **Voiceover Toolbox**

Voiceover Toolbox is a website where users can create a voice-over audio-file instantly. These files can be added to online video's or photo-slideshows of e.g. **real-estate or hotels**. This is how it works: the user composes a voice-over script by selecting pre-defined text-phrases and dragging them to the right position in his script. The collection of available phrases contains numerous variations of all aspects that are normally mentioned in virtual tours of real-estate, hotels, and second hand cars. All text-phrases have been pre-recorded by multiple voice-actors. The website concatenates the recordings of the phrases in the user's script into a natural sounding voice-over file that is available for download instantaneously. This tool decimates both the cost and the hassle involved with getting a professional voice-over recording, thereby opening a wide opportunity for online media-producers active in **the real-estate, automotive, and travel industries**.

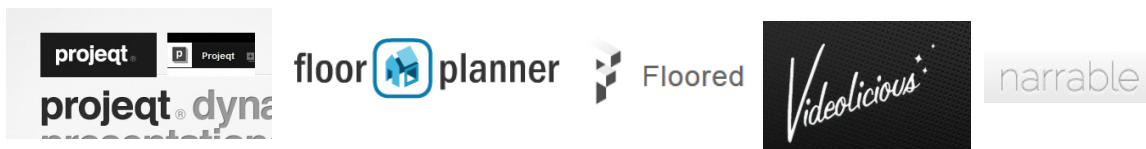
Targetgroup:

This is mainly a Business-to-business product. Three target groups are identified

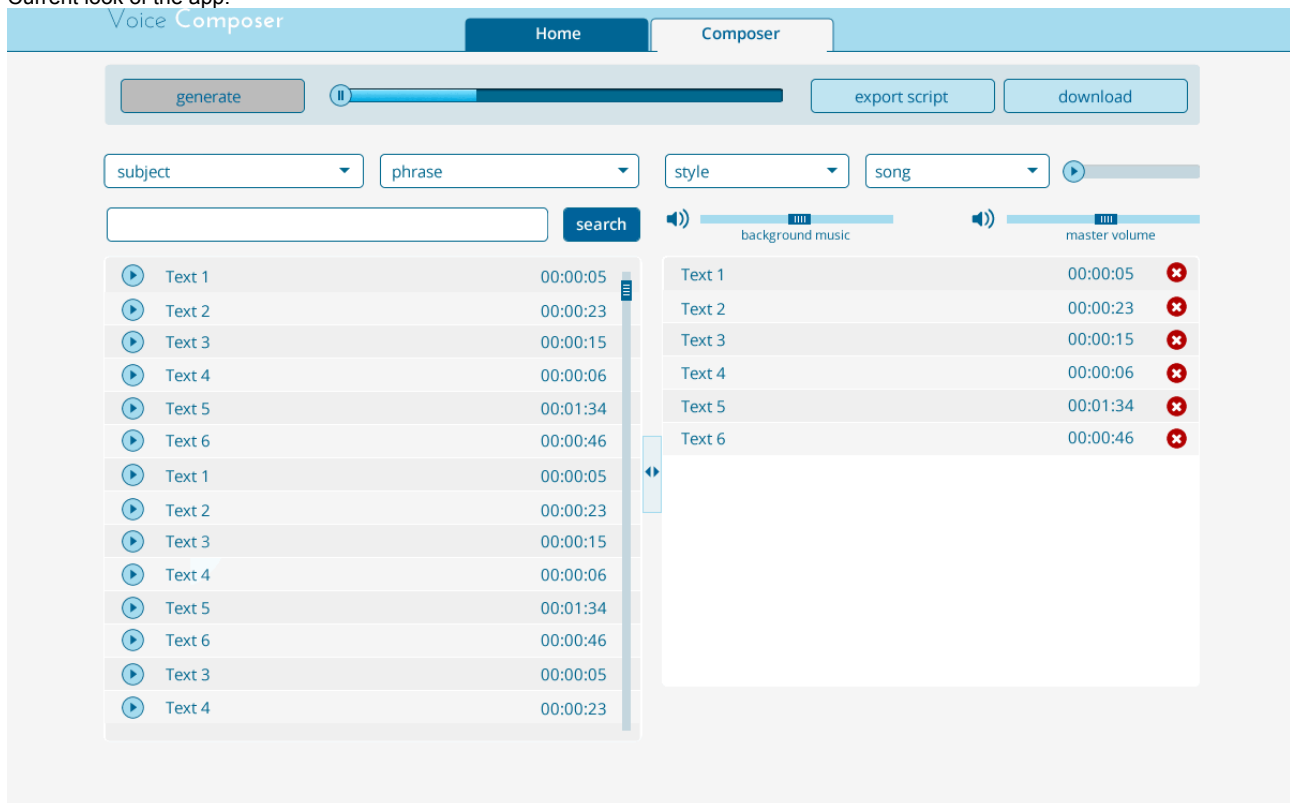
- online media production agencies (or freelancers) that are contracted by real-estate agents, hoteliers, and car-dealers.
- real-estate agents, hoteliers, and car-dealers that produce their own online media.
- 'prosumers': consumers that act as business by selling their own house, car, or rent their apartment to travellers.

Style:

- professional
- friendly
- not corporate!
- examples of the style that is aspired: projqt.com, floorplanner.com, floored.com, videolicious.com, narrable.com, etc



Current look of the app:



What is needed:

1. typography for the brandname 'Voiceover Toolbox'. Direction: straight typography, no word-art. Just looking professional and clear.
2. icon: icon of a toolbox, with some kind of creative solution that indicates that the toolbox has something to do with voices.(idea: with a speech-bubble on it). This icon together with the brandname forms the logo. It would be nice if the icon can be used as a favicon, but this is not a hard requirement. It's more important to have a beautiful icon than that it fits into the favicon-space.
3. Animation of the icon. This animation will be used at the start and the finish of every how-to and demo video that will be published on

the company's website. It should be very short (approx 3-5 sec) but yet it should give a hint on the things inside the toolbox: voices, background music, various kind of controls, downloadbutton, etc. The animation should be friendly, funny, cute, it doesn't need to be too 'serious'.

Proposed steps:

1. generate list of alternatives for visual style for typography and drawing of toolbox
2. generate creative solutions for ways to show that the toolbox has something to do with voices.
3. generate creative scenarios for the animation that shows what's inside the toolbox
4. choose one or two combinations of point 1 to 3 and create detailed sketches of the storyboards.
5. choose one final design and create it.

Considerations

It seems that the app is pretty technical, not emotional, so no need for a fancy cool logo. It should be pretty simple, but yet easily recognizable and providing some information if possible.

As requested the logo must consist of two parts (text title and the icon) which can be used separately and together. There is an option of incorporating the logo into the text, like for example, placing the "Voiceover" word on the side of a toolbox and placing the word toolbox beneath the toolbox (or even both words on the side of the toolbox).



I think it is better to have the text part in two lines, Voiceover word above the word toolbox. And the icon of the toolbox to the left or to the right.

Associations

Toolbox



Sound recordings, music



Digital



Voiceover



Speech, narration, story



Trying to combine things above

- a letter V or VT (too simple and little connection)
- a square with a simple waveform or microphone, or loudspeaker, or speech balloon (too generic and possibly already widely used)
- toolbox as cassette player
- toolbox with an image of microphone loudspeaker, waveform or speech balloon on the side
- toolbox plugged with network cable or flashdrive
- toolbox with speech balloon coming out of it
- (!) a toolbox in a shape of a speech balloon

