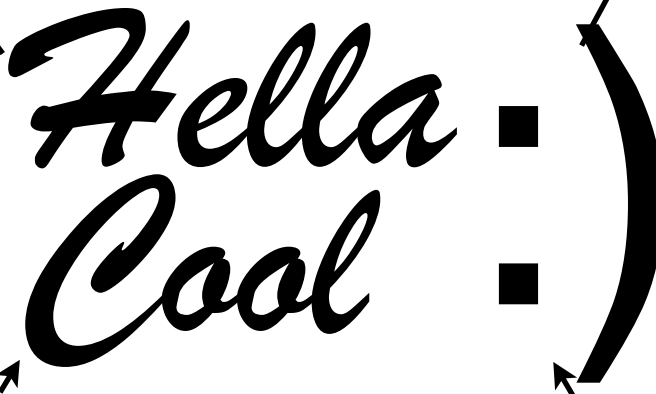


I named by band "Hella Cool" Because the band is hip and modern so i thought the name should be . " That's not just cool that's hella cool" is my slogan .

I have chosen the name Hella Cool Because It is youth related , its fun and easy to remember .This suits the bands style.

I used this fount (*Brush script mt*) because i think the uniqueness of the fount goes with the uniqueness of the band.

I designed this logo around the bands audience. The age range of there audience is 14-25 so they all can relate and recognise the logo. In today's world teenagers live on social networking sites like twitter and facebook. " :)" is widely used on social networking sites this thus making "hella cool" seem hip and cool to the listener . This creates interest into the band.



I have chosen this logo because Its is something most teenagers see everyday so its easily relatable to youths and youth culture . This logo is easy to translate into video and easy to Brand.