

**Company / Organization Information:**

This logo is for an American band called Digital Natives. The band consists of teenagers who take advantage of the fact they were born in the technology generation and manipulate their music with electronics. They sell their techno/ indie rock music online, and they sell CDs (where their logo appears). They sell shirts with the logo on it at concerts they go to around the world. They target the teenagers/young adults who like up-beat, alternative music.

Concept Brief:

Digital Natives is an American band of teenagers (16-18). The genre of music is techno/ indie rock. The logo captures the fact that they are part of the technology generation (they are digital natives). There is a singer, electric guitarist, electric pianist, and a drummer. The logo captures the futuristic feel of the band.