Animated Logo Design Plan

Question	Answer
What is the Business Type and Name? *Charity, online store, event venue,etc.*	Online store, Rainbow Cloud Dog Gear.
What is the Company Profile? *Product to be sold, event, informational, etc.*	Products to be sold.
Who is the target Audience? *demographic based on age, gender, occupation, interest, nationality, etc.*	Dog People.
What is the Main Purpose for Animation? *capture attention, create a specific mood, target specific audience, etc.*	Capture Attention.
Where is the Logo going to be used? *web page, ad network, app, newsletters, email campaigns, etc*	Campaigns, Questionnaires.
What are the Animated Logo specifications? *Aspect ratio, dimensions and weight, etc.*	640x640px. 324KB.
What is the Format and Delivery size of the Logo? *gif, jpg, mp4, png, apng, animation, etc*	Gif, mp4, HTML5
How will the Logo be created? *Software or apps, etc.*	Animate CC.
Is Sound going to be added? If so, what kind? *music, jingle, word, etc.*	No.
What design elements will be used? *Tone/Personality, Existing Brand Items, Color Scheme, Typography, Graphics, Images.*	Existing Brand, Color Scheme, Typography, Images.