

# Research

## Sustain

### Company Description

We are a company that makes and distributes pop music. They stand out because they are high-quality and available in online stores. Our target audience is people with a middle-class income. We want to convey a sense of nostalgia, while at the same time being realistic.

### Job Description

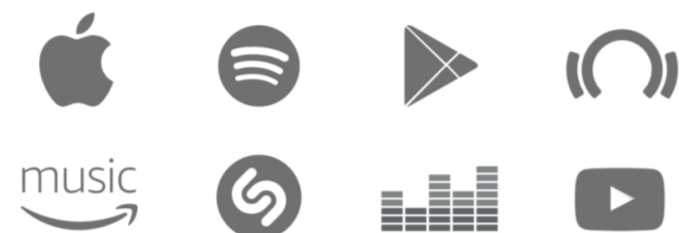
You must create a logo using the information given in this brief. They would prefer a wordmark that uses the color yellow. The logo will be used on the company website. Take into account the company's values and preferences, and make sure it will work for the planned use-cases.

#### nostalgia

*/nɒˈstældʒə/*  
*noun*  
a sentimental longing or wistful affection for a period in the past.

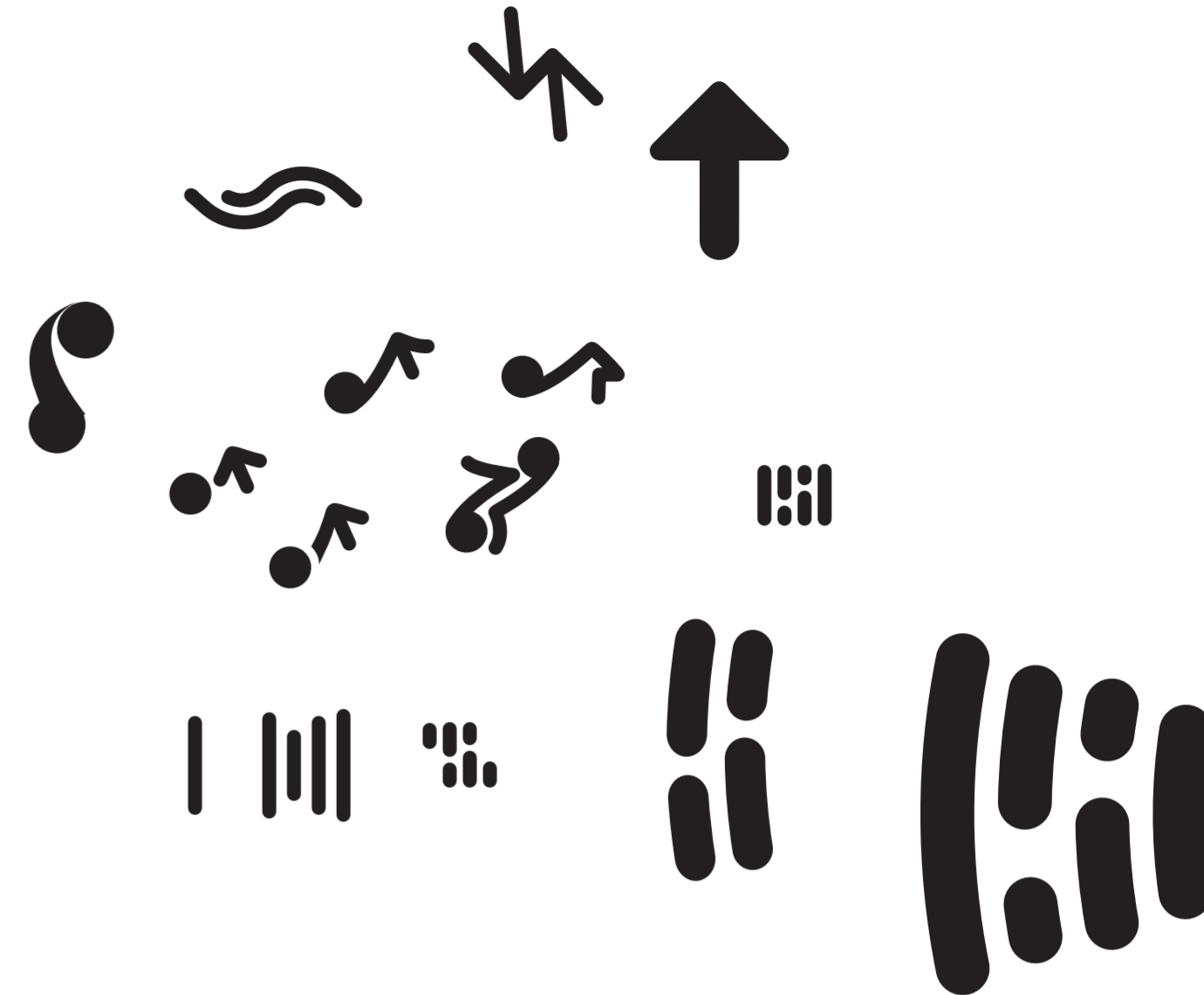
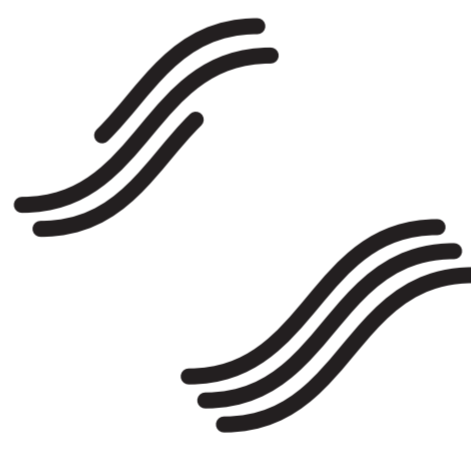
#### realistic

*/rɪˈlɪstɪk/*  
*adjective*  
having or showing a sensible and practical idea of what can be achieved or expected.  
representing things in a way that is accurate and true to life.



The Concept

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