

Creative Brief - Logo Design

Project Owner: Kirsty Verity
Date: 28th March 2019

Design Task:

Creation of master brand logo: **Cute Nutrition**

Logo design must be suitable for use on:

- Consumer products
- Product packaging
- Online assets, website, social media, advertising - specifically F/B and Instagram
- Printed materials e.g letterhead, business cards etc...

Overall design must be able to stand-out in a cluttered marketplace such as Amazon.com

Logo image to be clean, clear, not overly engineered and easily identifiable to the target audience

Target Audience:

Image and body conscious young women (20-30yrs) who want to look and feel their best at all times. They would rather skip a meal than take the time to prepare “healthy food” as their image is more important than “health” at this stage in their lives. However, they want the perception that they are living as healthily as they can.

They live for the next toned and body sculpted selfie on all of their social platforms and will try any new latest fad that helps them look even better. They will try the latest fat loss supplement but will not buy anything that looks “medical” as it is seen as old fashioned by them, their greatest influencers are their social media peers and personal trainers - not medical professionals!

Brand Essence - Key Descriptive Words (up to 5)

- Playful
- Feminine
- Trustworthy
- Bold
- Modern

Colour Preferences (research the category to get a feel for what the category expects)

- Strong Pink
- White
- (Turquoise)

Logo/Font Types (examples of logos that you like to appeal to the Target Market)



Competition - we need to stand out against these:



Budget: \$700

Timing: Project Completed by April 7th 2019