

# COTSWOLD WAGYU

## Brief for logo development

### **Introduction -**

Cotswold Wagyu is a new British brand being developed to retail specialist Wagyu beef to outlets including the general public (direct, retail outlets and online sales), plus the trade (restaurants, event + venue caterers, delicatessens etc).

The initial area of business is focussed within a 30-mile radius of Tetbury, Gloucestershire, but has national (GB wide) potential. We believe the use of 'Cotswold' has positive associations with a rural, warm, quality environment.

Cotswold Wagyu beef is from cattle that are bred and reared on the family-run farm on the outskirts of Tetbury. It is produced to high standards of animal welfare and as 'naturally' as possible.

### **Cotswold Wagyu brand is -**

- Premium (the 'Aston Martin' of the beef industry)
- Distinctive + Sophisticated
- Modern + Fresh
- Family owned + caring
- British/Local/Cotswold
- Healthier + Traceable

### **Customer profile -**

Customers are likely to be 30 years+, mixed male/female, with high disposable income. They will be discerning 'foodies' – prepared to pay for quality produce and likely to prefer for example, organic and Fair Trade food. They will have a conscience re. where their food comes from and how it is produced.

### **Logo applications -**

- Print. E-mail + Online communications
- Website + Social Media
- Packaging and PoS
- Vehicle+Staff livery/Trade Stand branding

### **Reference sites –**

*Food supplier* – Daylesford Organic Farm, Gloucestershire : [www.daylesford.com](http://www.daylesford.com)

A style and positioning we really like!

*Wagyu breeder* – Wagyu GB : [www.wagyugb.com](http://www.wagyugb.com)

Wagyu GB is the 'farming' side of Cotswold Wagyu. Note we do not wish to have any continuity/link between the two brands, but there is useful information on the site in terms of what Wagyu beef is all about.