

BUSYGIFTER LOGO DESIGN BRIEF

February 28, 2016

ORGANISATION

Busy Gifter Ltd is a UK based online entity with the aim of becoming the “go to” provider of suggestions, tools and assistance for gift giving. Through a collection of online (web site and mobile) tools, complemented by telephone, SMS and email services, BusyGifter’s objective is to dominate the gift suggestion / management service market in the UK. Acting as an agent for other online retailers / brands BusyGifter will generate revenue from sales commission and the provision of gift management services.

Mission Statement

BusyGifter will provide the simplest, easiest-to-use, integrated gift suggestion and assistance services available, implementing a mix of cutting edge technology and tradition to best serve the needs of gift givers and receivers.

Services / Products Offered

The core initial offering for BusyGifter involves services and tools that allow the following activities:

- Gift Matcher – Tailored gift suggestions.
- Gift Assistant – Gift reminder / tracking service for birthdays and other dates.
- Group Gifts – End to end management of group giving (fund collection, purchase and delivery), allowing groups of people to pool money together, share ideas and select a gift for someone.
- Wish List – Share personal (and group) interests, brands and specific product gift lists for specific occasions or for more general consumption.

All of the services will include thorough integration with Social Media platforms.

Philosophy / Ethos

The ability to innovate and use modern technology to solve everyday problems is the key to a profitable, enjoyable business. BusyGifter will remain focused on understanding the issues faced by our customers and tailoring solutions to meet their needs. BusyGifter is a modern, youthful firm, embracing new technology to improve gift giving and receiving.

Competition Logo Examples





BRAND VISION

Communication Requirements

The new logo must communicate the following concepts:

- Modern tools and technology, whilst retaining traditional, personal values.
- Simplicity and ease of use, particularly suited to busy people.
- Customer centric. It is their special gift.
- Gifts for all occasions (not just seasonal, holiday, birthday etc.)

Logo Text

As a new start-up, we are flexible on the exact text that is incorporated into the logo. We feel that it would be dependent on how the text complements the graphic component. The graphic must be usable isolated from the text as an App Logo / Motif and remain original, memorable with clear links to the brand name. The following text would be appropriate:

- BusyGifter.com
- BusyGifter
- busygifter

Business Tag Line

Where appropriate the following tagline may be used by BusyGifter:

Plan It. Buy It. Gift It.

Logo Uses

It is envisaged that the logo will be used in at least the following scenarios:

- Website (graphic portion as Web Site FavIcon)
- Mobile App (graphic portion as App Icon)

- Business cards
- Letterhead and other print media

TARGET AUDIENCE

The initial target demographics for BusyGifter are:

- Male and Female
- Age 18-40
- Professionals based in United Kingdom
- Internet / mobile device users

DESIGN PREFERENCES

The logo will form the basis for the generation of a business colour scheme and style guide so there are no constraints from this perspective. The logo should however be demonstrated to function on light and dark backgrounds effectively.

We are seeking a fresh and modern logo, which has flexible employability. Ideally it will be landscape biased to integrate most effectively in web and app use cases.

It is perfectly viable for a designer to develop a logo that does not conform to our current ideas of branding, however to provide some guidance the following styles are appealing:

