

**Dear Designer,**

We welcome you to take part in the Logo designing contest. We have framed a few questions and answers which will make it easy for your flow of creativity and the direction you should proceed in. You can mail me at [suhasjois@gmail.com](mailto:suhasjois@gmail.com) or call me on +91 96328 66668 if you want to get in touch with me directly. We wish you the best!!

## **Project Details**

- Is this a new project or a rebrand?

**This is a new project**

- What are you looking for?

**I am looking at the Logo to start off. Once the logo is finalized I will be asking for business card and stationary design**

- Do you need a tagline created?

**I am open for it.**

## **Business Details**

- What is the name of your business?  
*Please write the exact name as you would like it to be worded out in the logo.*

**Su Haus.** I don't mind it being one word also as **"SuHaus"**

- Describe in one sentence your business/service.

**Manufacturing and delivering limited number designer sofas concepts, high quality, custom made at extremely affordable price with good after sales service. Starting off with sofas and concepts and would eventually get into the entire home segment**

- What are your business short term, medium term & long term goals?

**Short Term : Establish a factory and an exclusive studio in my home town. Target Architects and designers to promote my product. Use the existing clientele of my other brand and start off.**

**Medium Term : Expand to other cities through a exclusive dealership partnership. All store layouts and designs to be the same.**

**Long term : Getting into the entire home segment space.**

- What do you want your new logo to achieve?

**Designer, Young, Fresh, Bold, Elegance and which will easily stay in mind and grab attention**

- Who are your main competitors & how do you differ from them?

#### **My main competitors in our country**

**Stanley, Simply Sofas, Ovion – Premium Segment**  
**Dash Square, Royaloak, Featherlite- Mid Segment**  
**Other players like Urban Ladder, Pepperfry, Evok, Hometown and so on**

#### **The difference :**

- **Short delivery schedules**
  - **True quality of product**
  - **After sales service**
  - **Designer with choice**
  - **Genuine price**
- What do you like or dislike about your competitor's branding?

**Sofa is a *pricy product*. Some sense of class should be there. I would say Stanley is 60% there.. Simply sofas are purely imported so class is automatically there but at an exuberant cost. Honestly no likes / dislikes**

- Who is your main target market/ demographic?

**My Segment would be the Upper Middle Class and the Lower upper class**  
**Demography : my city and subsequent cities around**

- Who are your potential clients?

**Architects and Interior Designers are my key players. They are going to push my products in their projects.**

**Hotels, lounges, IT companies, individual homes, office space**

- Where will your business be publicised?

**The launch in a Newspaper, inaugural launch offers to our existing customers, a launch of the brand and the product with invites to Architects and Interior designers and a store Launch**

## **Brand Details**

- What was the idea behind the name? Where did it come from?

**Su Haus means “Your house” and also my name is Suhas so little bit of my name in it**

- Do you have a specific idea or thoughts in mind for your logo?

**I would like to have a symbol and the name.**

- Do you want to use existing brand colours or a particular range of colours?

**Only Green, Yellow, White, Cream. No other colors. Any hue of these colors are acceptable**

- Do you have a particular font you would like to use – or ones you definitely do not want to use?

**Something clear and should give the message clearly**

- What words should describe your logo?

*Adjectives that the brand stand for which do not harm the company's vision; mission.  
Ex. Progressive, Traditional, Corporate, Bold, Intelligent, Sincere, Sharp, etc.*

**Clear, Strong, designer, stylish, trust, elegance**

- What message or emotion do you want your logo to portray?

*Emotions which the user or customer feels on interacting with your company.  
Ex. Happy, Fun loving, Smart, Safe, etc.*

**Smart, stylish, safe, trust**

- Does your logo have a tag line?

**I am open to consider**

- Is your tagline to appear with your logo on all of your branding?

**Will leave it to you**

- Where will you logo be used?

**On the product, stationary, packaging, store branding, exhibition, vehicle branding.  
Everywhere**

- What logos do you like & why?

**Simple logos with the company name easily readable and being able to remember**