

LOGO DESIGN BRIEF

BUSINESS NAME:

Marketing Remedy Co.

BUSINESS TYPE:

Marketing Services

CONCEPT:

- Marketing cures for business
- Potions to ease the pain of failing campaigns
- New solutions that inspire & innovate
- Training for communication team members

JOB/GIG:

1. Logo creation

Other:

2. Bottle Label design
3. Business Card design

CREATIVE CONCEPT – LOGO :

- A. Vintage/Retro style
- B. Historical but with modern twist
- C. Incorporate old medicine bottle graphic (potion/elixir)
- D. Play on visual queues of: ‘medical/health treatments’ & experiments

INCLUSIONS in LOGO

Copy:

- 1. The **or** ‘The Original’
- 2. Marketing Remedy
- 3. Co. **or** Company

Graphics:

- 1. Incorporate a Vintage Bottle image into the design
- 2. Incorporate Vintage lines and elements

URL:

marketingremedy.co

APPLICATION EXAMPLE:

Vintage Laboratory - analyse; diagnose; prescription.



DESIGN INSPIRATION:

Vintage Laboratory - analyse; diagnose; prescription.



DESIGN INSPIRATION:

Inspiration from vintage 'medical/health treatments' & experiments



BRAND IMAGERY:

Inspiration from vintage/retro business and lifestyle

MARKETING
STRATEGY



BRAND IMAGERY (FEM):

Inspiration from vintage/retro
business and lifestyle



MARKETING

REMEDY Co.

ICONS/DRAWINGS B&W:

Inspiration from vintage/retro business and lifestyle

MARKETING
REMEDY Co.



Please Notice This

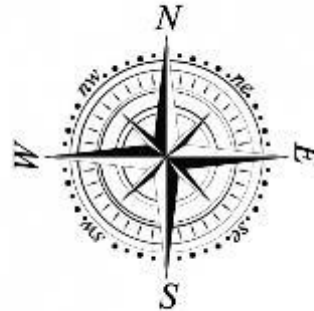
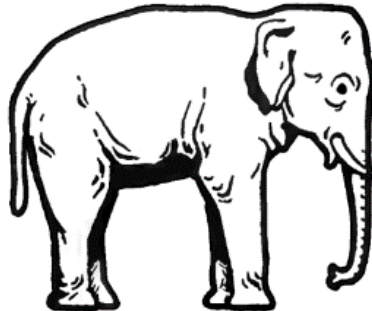
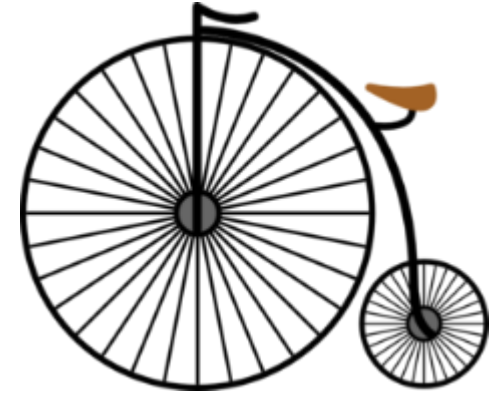
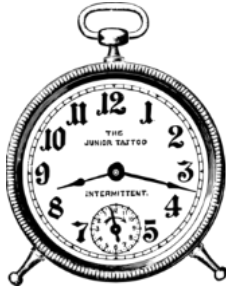
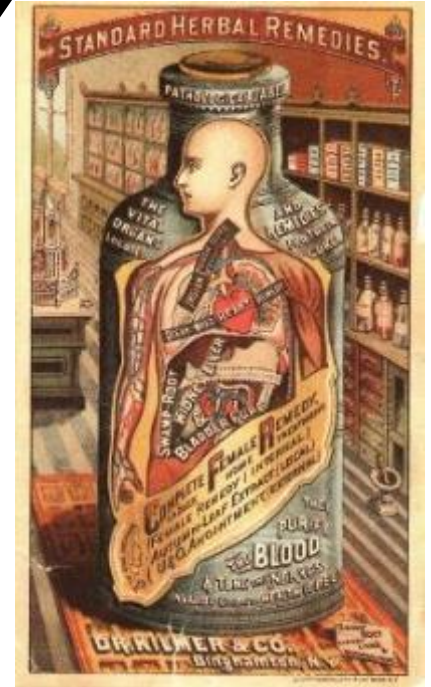


Fig. 1 - Skeleton of Man.

Good example of contemporary style with vintage inspiration

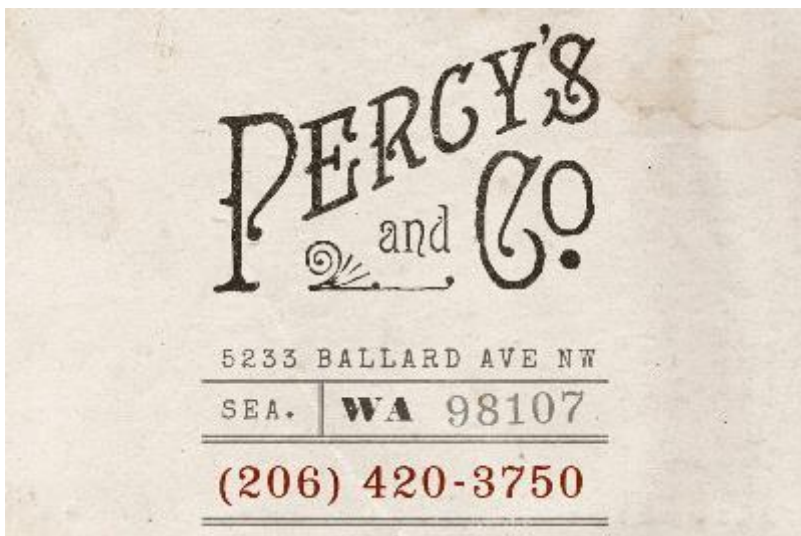
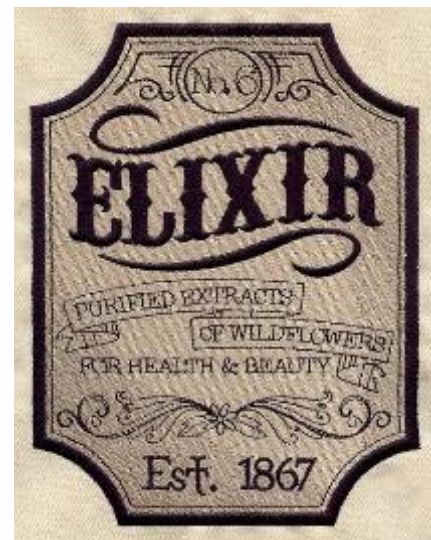
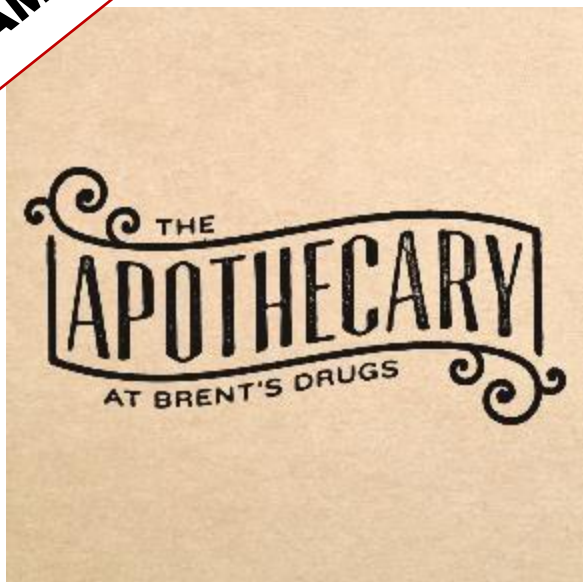
POTENTIAL COLOUR PALETTE:

Inspiration from vintage 'medical/health treatments' & experiments



SAMPLE ONLY

Sample logo - rough
idea



SAMPLE ONLY

Sample style – promotion application (collateral)



SAMPLE ONLY

Sample style – promotion application (blog post)



SAMPLE

Target: Hotel General Managers

Design by: DebMac

Date: 23 Feb 2017

