

Logo design brief: Jig & Saw

Description of Business:

Jig and Saw will be an online, premium kit-set furniture company in New Zealand. Specializing in semi flat pack furniture shipped to your door. Hand crafted and designed by us in NZ from premium materials and an emphasis on quality design. All timber and materials will be sustainably sourced using local NZ timbers.

Logos for inspiration:



Our thoughts about the design look:

- Jig & Saw displayed simply in a clean modern font.
- Lower case font.
- Logo emblem preferably round and simple like examples above.
- Logo itself just a simple 'Jig and Saw' with custom '&' symbol, below.
- A simplified version of the logo in a circle like 'Mildred and Co' to be used as a stamp. I'm thinking possibly just a 'J & S'. Will leave this to you.

Jig & Saw



Feelings the logo needs to portray:

- High-end.
- Boutique.
- Trendy.
- Modern.
- Design.

Colors and Fonts:

- Black and white.

Where the logo will be used:

- Website and social media.
- Possibly on a branding iron that is used to burn a logo into wood so the more simple and open spacing's the better. Example below.





Target market:

- Interior designers.
- Architects.
- Homeowners.
- Generally female, age of 35+ as this will be a mid to high-end furniture range more expensive than most.