

Creative Brief

Client: **Morgan May**

Project: **Logo Development (Brand promise, tagline?)**

Date: **May 1, 2018**

Creative Brief – Morgan May, Gifting Reimagined

1. Project Overview

Logo development. Gifting Company (Brand Promise below)

Driven by passion, beauty and creativity and committed to ethical sourcing, environmental sustainability and social responsibility (giving back), we desire to turn missed moments into mindful pleasures. We do this intentionally by way of thoughtful gifts, enriched and experienced through tasteful presentation and packaging.

2. Project Component Outline

Name of company: **Morgan May**

Tagline: **Gifting Reimagined**

Design should include both

3. Target Audience(s)

- a. Primary Audience – Starting with the real estate market for agents to give to new clients as a ‘welcome to your home’ gift – **so trendy, youthful, not just ‘women’ so it need not be overly ornate**
- b. There will also be breakfast boxes, Thank you boxes, Wedding Gift boxes, etc.
- c. Beginning in WA area but soon to move to other states

4. Image Considerations

Timeless

Elegant

Needs to also look good in reverse / black and white

Minimalist

Needs to work on all platforms – web and print, mobile apps, on belly bands and promo material, on buildings, etc.

Scalable (therefore not too scripty)

Font usage should consider the aforementioned

Other words for consideration in design:

- Trendy
- Solid
- Calm
- Complex
- Friendly
- Mature
- Growing
- Approachable
- Professional
- Cutting Edge
- Progressive
- Bold

- Innovative
- Organic

Uncertain about specific colour direction?

5. Other Considerations

- a. Implied Benefit/Satisfaction (What we wish to convey)
 - Beautiful gifts, thoughtfully put together
 - A convenient resource for gifting ideas
 - Everything will have value as even the box can be re-used
 - It is to be an 'experience' for the gifter and the giftee
 - Ethically sourced – meaningfully sourced to specific area
 - Organic products
 - Elegant
 - Intention is that a portion of profit will be given to specific charity with each and every purpose/box. So we want the imagery to convey that somehow? Perhaps showing some full circle movement or something?
 - Environmentally sustainable/friendly

6. Technical Considerations

Needs to work on all platforms – web and print, mobile apps, on belly bands and promo material, on buildings, etc.

7. Additional (Misc.) Considerations