

HEALTHY KAYA



**LOGO
DESIGN
BRIEF**

BY:

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LOGO DESIGN BRIEF

Company Name:

Healthy Kaya

Website:

healthykaya.com

Company Bio

Healthy Kaya is a Health & Wellness product based startup. We want a minimalistic and subtle logo that reflects a healthier happy life.

Target audience

Middle- to upper-middle class women between the ages of 30 and 55. The majority of our clients are well-established adults with stable, high paying jobs. Most wellness and health companies have leaves or flowers. We'd like to try something a little more creative.

Color Preferences

We'd prefer the logo to feature greens and yellows/orange; colors that inspire thoughts of fresh, happy, optimistic, healthy.

Look and Feel

The logo should feel minimalistic and subtle; should feature a flat, colorful design. We're planning on using the logo on social media - Landscape, Portrait & Social Media Sized (Square), Social Media Icon / Favicon that is easily recognisable, so please design the logo with versatility in mind.

Timing

We would like to have a finalized logo design in one week.

Budget

Our budget for this project is \$200 with the potential for on-going projects.

We're looking forward to seeing your design proposals!

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Deliverables:

Facebook Cover Photo

Facebook Profile Photo

Favicon

Instagram Profile Photo

Transparent Logo

Pinterest Board Photo

Pinterest Profile Photo

Landscape Logo

Portrait Logo

Square Logo

Color Palette (minimum of 6 complimentary colours for different categories)

Preferred font (web friendly)

Some Existing Companies for Inspiration:

<https://www.wellnesswarehouse.com/>