



# Branding Brief

## About HomesCool (note no 'h' in the name)

'HomesCool' is a new idea, from a family in the UK who homeschool their children.

We want help from an experienced designer to come up with great designs that are attractive to parents and their children - mainly homeschooling families. This will mainly be for clothing but could be used elsewhere.

The **branding** part of this project is to come up with a logo to put on t-shirts and other items so we can sell through Merch by Amazon with 'homesCool' logos and fun messages.

The family is a family of six, two parents and four boys with the main lead on the project being a 13-year-old boy called Joshua.

## About Our Customers

- This is aimed at homeschooling parents, mainly mums
- But also has to work for the kids who are going to wear them (though we may make designs for the parents)

## About The Brand Logo

- Needs to be unique
- Needs to be simple
- Could be UPPERCASE, MixedCase or lowercase
- Needs to be readable from a distance
- Needs to have a Portrait and Landscape version



## Design Notes

- Should work in Black/White as often will be in these colours as a contrast to coloured clothes
- Needs (as stated above) to work Portrait and/or Landscape
- Easy to read and identify when small (as only a brand on clothing, not the main message)
- Output formats:
  - Source files (AI) and PNG (transparent) of:
    - Logo
    - Logo with strapline
    - Greyscale Logo
    - Black and White Logo
    - RGB colour(s) for the logo