

Design Brief: Logo for Manuka Therapeutics Ltd

PROJECT	
Company and Brand Name	Manuka Therapeutics Ltd (Subsidiary of Manuka Bioscience Ltd)
Project Name	Manuka Therapeutics Logo
Date	November 2021

STRATEGIC OVERVIEW
PROJECT OVERVIEW <i>Overview of your project</i>
Manuka Therapeutics Ltd (MTL) is a wholly owned subsidiary of Manuka Bioscience Ltd (MBS). MBS produces mānuka leaf oil in the East Cape region and owns natural, New Zealand made skincare brand, ManukaRx. MBS is also developing a new range of dermatological therapeutics, initially targeting impetigo (school sores), eczema, and acne. MTL is responsible for MBS' research and development programme, clinical trials and intellectual property management. We would like to develop a logo and simple branding concept for MTL that is compatible with MBS branding.
OBJECTIVES <i>What are you trying to achieve?</i>
We are trying to convey an image that combines the following elements: Nature (mānuka leaves), skin health and science.
AUDIENCE <i>Who are you targeting?</i>
Our business partners, investors, customers and Government
CONSUMER INSIGHT <i>What motivates the audience?</i>
MTL creates the scientific and clinical evidence base that underpins MBS' skincare and dermatological therapeutic product range.

BRAND POSITIONING <i>What is your unique selling proposition?</i>
• Mānuka oil is a unique, multi-benefit essential oil extracted from the leaves of mānuka trees that grow only in the East Cape region of New Zealand. • We are harnessing the natural anti-bacterial, antiviral, antifungal, anti-inflammatory, antioxidant and exceptional skin beautification properties of mānuka oil through our R&D and product development programmes. • Mānuka oil is 30 times more powerful than tea tree oil and 1000 times more powerful than mānuka honey against bacteria that cause common skin infections.
DESIRED REACTION <i>What emotions should it evoke?</i>
• Trustworthy, reliable, world class science and clinical studies • Deep knowledge and understanding of the benefits of mānuka leaf oil, a unique NZ botanical treasure with huge global potential • Collaborative partnerships that deliver • New and exciting opportunities
EXISTING LOGO AND PACKAGING
We don't have a logo for MTL at present. New MBS website is currently under development.

DELIVERABLES
DELIVERABLES <i>What deliverables are required?</i>
1. Logo concepts 2. Logo and brand guidelines
TIMELINE <i>Key milestones</i>
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