



# Hawk & Handsaw Logo Designs Brief

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## Project Overview

Hawk & Handsaw is a brand of wood crafts and furniture hand fashioned by the brand creator and operator, David Wunderink. Wunderink is creating the brand to focus on high end, handmade wood products for the epicurean consumer or small business. This requires a professional logo design that takes inspiration from David and his passions that can be used throughout consumer touchpoints. The logo design will be used to brand every product, as well as provide a memorable visual for consumers to recall the Riftsawn brand.

David previously prepared a rudimentary logo design direction (**Figure 1**) based on a Hamlet quote: "I am but mad north-north-west. When the wind is southerly, I know a hawk from a handsaw." We need an artist to take this idea and evolve or reimagine it to represent the brand.

## Background

### Who is the brand creator, David Wunderink?

David's two-decades long woodworking journey has taken many turns, with time in residential and commercial construction/restoration, but always rooted in his love for the art. Despite studying history in college, and being a voracious reader of classic literature, Wunderink always expressed himself through his hands.

In 2003, David began working in construction/woodworking, which would launch a unique career for an arts lover in a pragmatic world. His knowledge and abilities took off as a staff construction supervisor with Habitat for Humanity in Baltimore in the 2000s. After his wife Casey completed her nursing degree at The Johns Hopkins University School of Medicine, they relocated to Poughkeepsie, NY, where David began woodworking full time, focusing on commissioned furniture pieces crafted from local reclaimed wood. As their family grew, David and Casey relocated to Grand Rapids, MI, where David reignited his homebuilding skills in property disaster restoration.

Now, after 7-8 years in property restoration with woodworking occupying his spare time, David is reigniting his woodworking business under the Hawk & Handsaw brand to share his creativity and insight.

### What is Hawk & Handsaw?

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Hawk & Handsaw delivers hard-use, long lasting hardwood products and furniture through the marriage of artisanal master woodworking with simple, natural materials.

What started out in Poughkeepsie, NY in an old garage is now reborn in Grand Rapids, MI, with a focus on the inherent strength of hardwood, and the beauty of handcrafted but hard-use products. Solid hardwood serves as the base for Hawk & Handsaw products that are designed, produced, and assembled by hand, without help of specialty technologies like CNC cutters and 3D Printers. Each piece is then finished exclusively in natural oils and resins. No epoxys or polyurethane stains are used.

Products fall under three categories:

1. Culinary: Food Prep and presentation
2. Furniture
3. Whimsy: Classical playthings like Castle sets, Swords, Wands, occasionally inspired by popular culture

## Objective

Design a flagship logo for the Hawk & Handsaw brand that is compatible and connected with the brand's and creator's story. [Leverage the roughed out logo](#) from David that was inspired by the Hamlet quote, *"I am but mad north-north-west. When the wind is southerly, I know a hawk from a handsaw."*

Logo should include the brand name or initials, Hawk & Handsaw, but also be able to be, or simplify to, a single logo/image that stands for the brand without spelling out the brand name. Produce versions appropriate for digital creative, as well as a branding iron to emblazon each piece of work.

## Audience

- **Primary target:** Epicurean middle to upper middle class consumers
- **Secondary target:** Small,

## Consumer Insights

HENRY Consumers are passionate about cooking and entertaining while also wary of synthetic chemicals in their food or air.

- HENRY: High Earner, Not Rich Yet - These consumers are not the 0.1% of wealth, but they are high earners that enjoy expressing themselves by spending more on their passions and their conversation starting pieces.
- Riftsawn consumers in particular have sophisticated kitchen styles with rustic touches, where handcrafted wood items play a useful, as well as aesthetic role.
- Prefer to limit chemicals brought into their home or environment, especially when it comes to their family's exposure. While it is not their primary concern throughout their life, they like to make the right choice when it also means superior performance, longevity, and aesthetics.

## Deliverables & Timing

### I. Initial Concepts - 1 Week

At least 2-3 design direction concepts for the Hawk & Handsaw brand

### II. Final Designs - 1 Week

Final logo for digital & printed materials - Layed file and PNG files, 4 color max

Final simplified, single color logo for branding pieces - PNG file

## Design Mandatories

### III. Image

Hawk and Handsaw images must be present or clearly referenced in the logo image

### IV. Brand Name or Initials

The final, 4 color design should be usable with and without the brand name written out. The initials can be incorporated into the image if artist feels it fits.

The Initials should be included with the final, simplified single color logo. This can be by replacing the written brand name in the primary logo design, or, if initials were incorporated into design, through that incorporation.

## Reference

### Figure 1



#### **Figure 1 Detail:**

Hawk with handsaw incorporated into one wing, referencing the Hamlet quote, *"I am but mad north-north-west. When the wind is southerly, I know a hawk from a handsaw."*