

GRAPHIC DESIGN BRIEF

OVERVIEW

Stoneyard®, a producer of local New England stone, is seeking a new logo to reflect their brand. The logo would ideally include the company name and a graphical representation of our business.

TARGET AUDIENCE

Demographics	Men/women, age range 25-75
Interests	Architects, Contractors/Masons, Homeowners, Masonry Supply Stores and other Resellers, Designers
Challenges	Seeking a durable, natural stone for their home or project.

BACKGROUND INFORMATION

Stoneyard offers authentic natural stone veneer and hardscape products perfect for enhancing the appearance of any residential or commercial building. Our artisans take full thickness natural stones and split, saw, or cut stones into different colors and shapes of Thin Stone Veneer. Our products are trusted by architects, designers, builders, and masons to add elegance to their projects.

Throughout time, people used natural stone to tell stories – our story begins in the heart of New England. Our skilled artisans and craftsmen are dedicated to preserving the beauty and durability of natural stone from their hands to your home.

DESIGN SPECIFICATIONS

Layout	Would contain image and name of company
Colors	Neutral, natural earth tones.
Other visual elements	Graphical representation of business/artwork
Project-Specific	Must distinguish us from contractors/masons. Focus on manufacturer/producer message.

STONEYARD®