

Creative brief: The Little Cutter

Required:

- Development of logo design
- Supply of logo files (colour/reversed + B&W) in high resolution jpeg, png, eps

Business information

- Start-up hairdressing business
- Independent owner in small suburban salon

Services offered:

- Cut
- Colour
- Blow dry
- Styling

Competitors

Local salons:

- Serenity Hair <https://www.facebook.com/Serenity-Hair-Engadine-110353382430313/timeline/>
- Strands Hair <http://www.strandshairnbeauty.com/>
- Minx Hair and Beauty <http://www.minxhairandbodygroup.com.au/>

Salon franchises:

- Just Cuts <http://www.justcuts.com.au/>
- Mark Gardner Hair <http://www.markgardner.com.au/>
- Stylz Hair <http://www.stylz.com.au/>
- Hairhouse warehouse <http://www.hairhousewarehouse.com.au/default.aspx>
- Joh Bailey <http://www.johbailey.com.au/>

Point of difference

The Little Cutter is a dream come true for owner Julie – a highly experienced hairdresser based in the local area. Julie is well networked and well respected; and renowned for her loyalty to her clients. Julie places great importance in understanding local and global hairdressing trends to ensure customers walk out of the studio with an ‘on trend’ style every time

Target audience

Age: 18-70

Gender: 90% female/10% male

Income: medium-high

Geographic area: South Sydney, NSW Australia

Specific logo details

- No current logo
- No current corporate ID

Logo ideals

- Personal
- Somewhere between traditional and contemporary
- Elegant yet down to earth
- Subtle
- Evoke quality
- Somewhere between conservative and funky

Brand personality

- Sincerity: Wholesome, honest, sincere, real and friendly
- Competence: reliable, hardworking and intelligent
- Sophisticated: feminine

Colour preference

- Blue: trustworthy, conservative, order
- White: purity, cleanliness, precision, innocence

Creative references

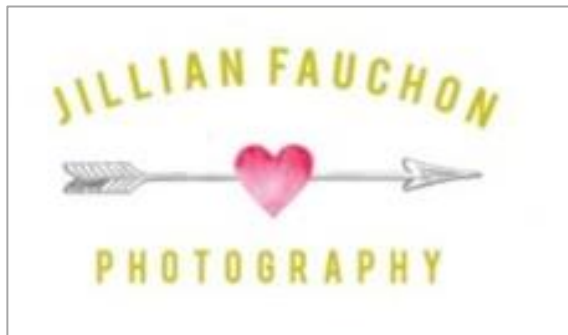


Likes: simplicity, modern yet conservative, uncomplicated and eye catching.





Likes: varying font styles, feminine, use of identifying icon



Likes: integration of typography and identifying icon. Something similar could work with scissor icon?

The Little Cutter

Likes: unique font, simplicity



Likes: identifying icon, hand-drawn/painted feel adds a personal touch. Varying fonts used



Likes: colour pallet