

Nomad-ahh Brand Passport

Consumer Insight	I live a transient lifestyle. Moving my belongings from place to place is difficult and expensive.
Positioning	Convenient, customizable and affordable quality furniture.
Unique Selling Position	The only brand to offer quality furniture at an affordable price that can be transported and constructed easily and without help or use of tools.
Rational Benefit	Nomad-ahh's revolutionary design allows each piece of furniture to easily break down into a flat piece that can be transported without assistance.
Emotional Benefit	I have the freedom to move anywhere I like without hiring a moving company.
Target Group	College students, Urban Dwellers, Young Professionals
Tonality	Confident, optimistic, young
Source of Business	Secondary furniture market
Key Visual	Need logo
Claim	Dont want to waste money on furniture from a branded retailer? Nomad-ahh!! Don't want to spend your entire Sunday afternoon putting together furniture? Nomad-ahh!! Need to move quickly and don't want to bother with a mover or asking friends? Nomad-ahh!

Nomad-ahh: Logo Brief

Project Description & Objectives

Nomad-ahh is a revolutionary new furniture brand with a mission to make quality, affordable furniture designed to be easily transported and constructed/deconstructed.

Nomad-ahh needs a logo that is as breakthrough and different as the company itself. The logo must fit with the brand positioning and tone of voice (optimistic, confident, young). It also must help explain the brand name which combines the key insight (I am a modern **nomad** who moves residences frequently, and furniture is heavy and difficult to break down and move) with the convenience of Nomad-ahh versus other furniture brands :

Don't want to waste money on furniture from a branded retailer? **Nomad-ahh!!**

Don't want to spend your entire Sunday afternoon putting together furniture? **Nomad-ahh!!**

Need to move quickly and don't want to bother with a mover or asking friends? **Nomad-ahh!**

Target Consumer

Consumers that move frequently and/or value space, time and money. Specifically college students, urban dwellers and young professionals..

Positioning

Convenient, customizable and affordable quality furniture.

Initial Ideas

Man with folded furniture underneath arm between two skyscrapers highlighting ease of carrying product and explaining brand name.

Most Meaningful Point of Difference

Designed for convenience. No tools necessary, can be put together in under 5 minutes. Breaks down flat so can fit into the trunk of an economy sized car.

What must the design achieve?

Explain brand name, Convey Benefit and unique selling position

Design Must Have's:

Must work as a one color logo (with transparent background)

Modern, clean simple design that explains brand's appeal

Must include brand name, brand name must also work as separate asset (logo must also work as separate asset)

Logos that explain brand's product

