

Ché Bliss	35 Stella Street	
	Collaroy Plateau	0412 200 512
	NSW 2097	che@bigpink.com.au

Bliss Family Trust trading as FarmFresh Pty Ltd

Design Brief

Prepared for: Lee Walters
Prepared by: Ché Bliss

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Che Bliss	Work Street Work City, Work State Work ZIP	tel Work Phone
		fax Work Fax Phone
		che@bigpink.com.au

Summary

Job Description

FarmFresh needs a logo and colour palette designed for primary use on the Website, HTML emails and the company Facebook page.

Background

FarmFresh is a startup project and will be a New Zealand based fresh produce retail (website, shop and road side stalls) and delivery company.

Company Trading Name: FarmFresh

Website strap line: *Produce Delivered!* or *Fresh Produce Delivered!* (Please include the strap line in some of the logo concepts. Logo and strap line should be able to be used as independent elements)

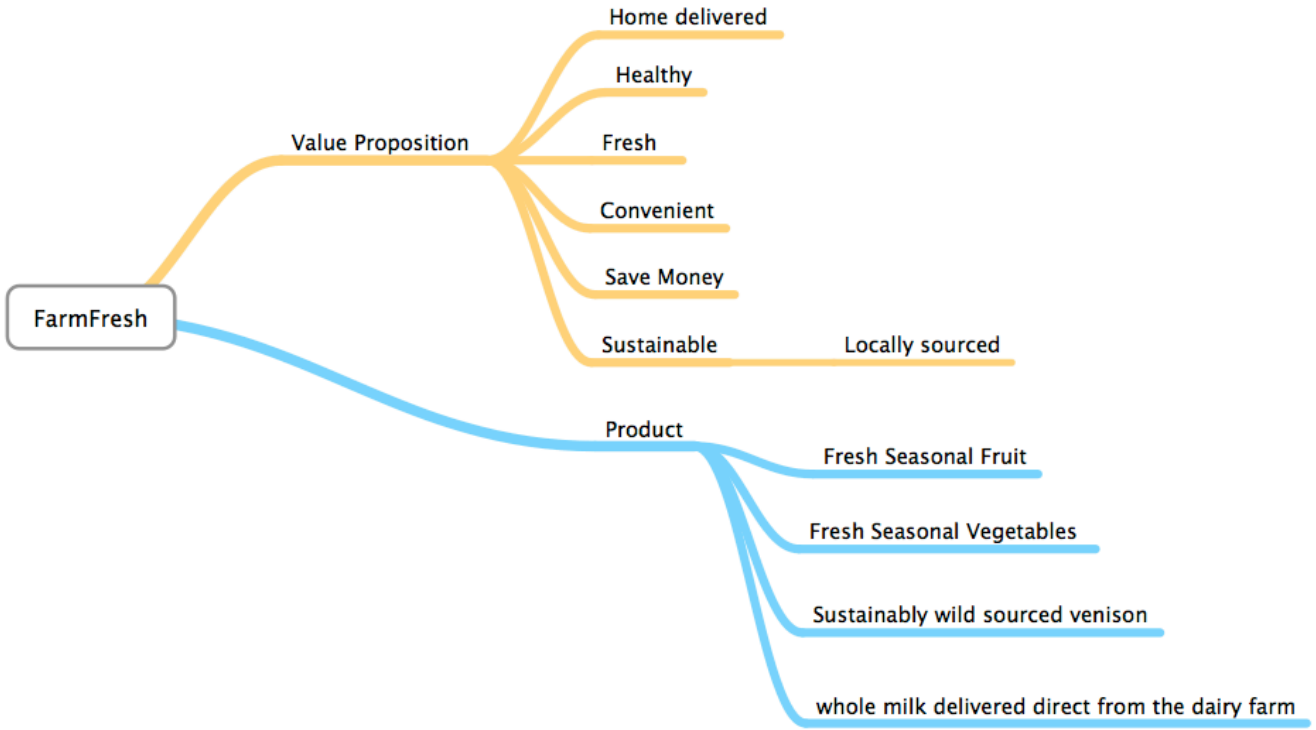
Website URL: www.farmfreshdelivered.co.nz (please note www.farmfresh.co.nz is on backorder and will be used in preference)

The medium term business plan is will start with the following product range;

- Fresh seasonal fruit
- Fresh vegetables
- Sustainable harvest Venison (which will expand to include Beef, Lamb, Pork and Chicken)
- Farm delivery service for lightly processed whole milk

The product range will continue to grow with the customer base. It might include items like eggs, cheese, wine etc.

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Solution

Stage 1. Logo creation for website, Facebook HTML email use.

FarmFresh needs a logo designed. Please provide multiple concepts for initial selection prior to final logo design development. Please include a suggested colour palette for website template customisation.

*note logo design concepts will be displayed on Facebook as part of the pre-marketing plan. Facebook users will be invited to vote on concept selection.

Stage 2. Logo adaptation for signage, business cards, and advertising.

The selected logo will then be adapted/re developed for suitable use for broader business use. (This stage is not required until after website launch and the company has achieved successful startup).

- Please confirm costs and hours required before commencing work.

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Design Guidance

The following images can be used as reference for what appeals for our vision.

The region where the company will launch is sunny with large open space, green hills and fresh fruit and vege growers (orchards and farms everywhere). The region is well known for horticulture, agriculture, viticulture and farming.

Product shot:

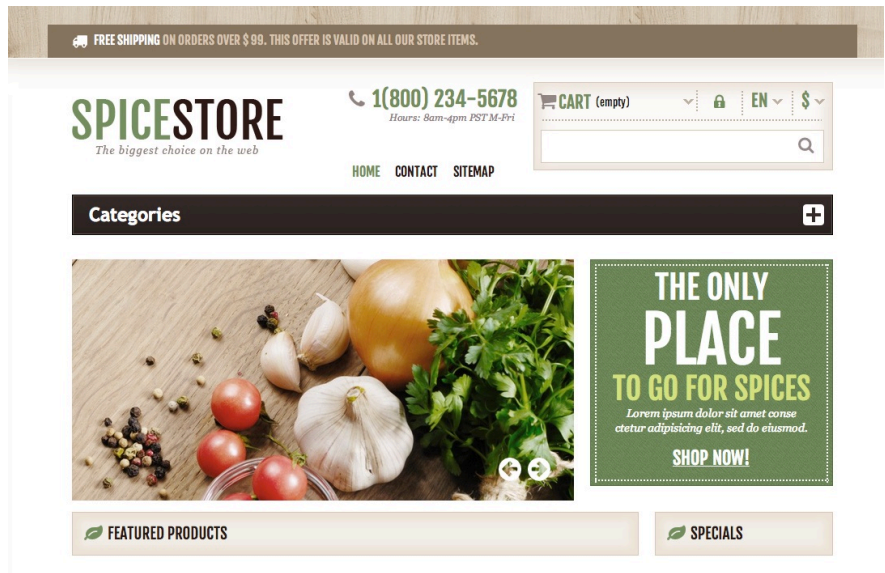
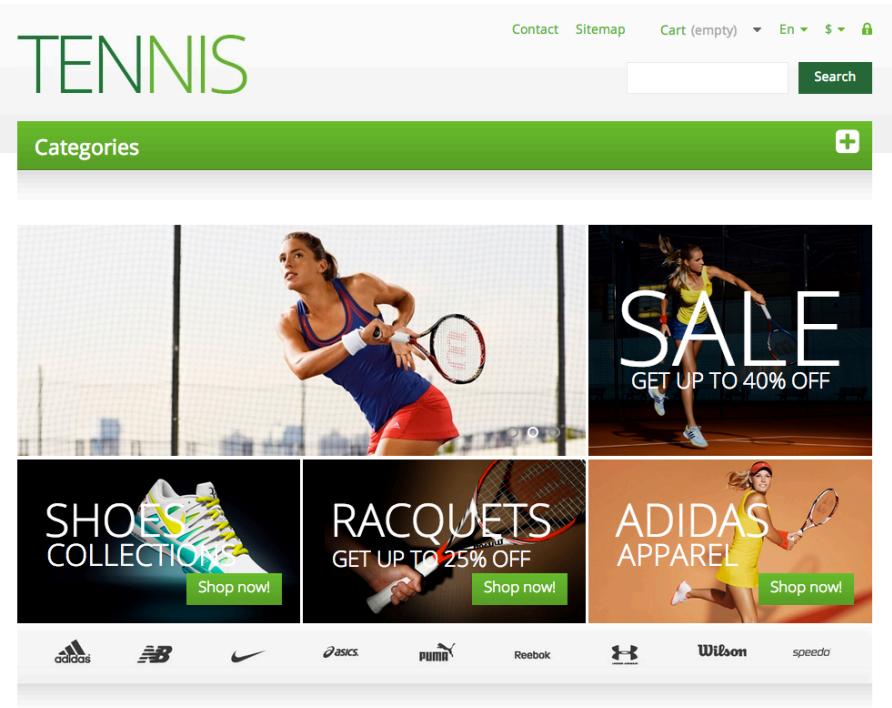


Competitor logo:

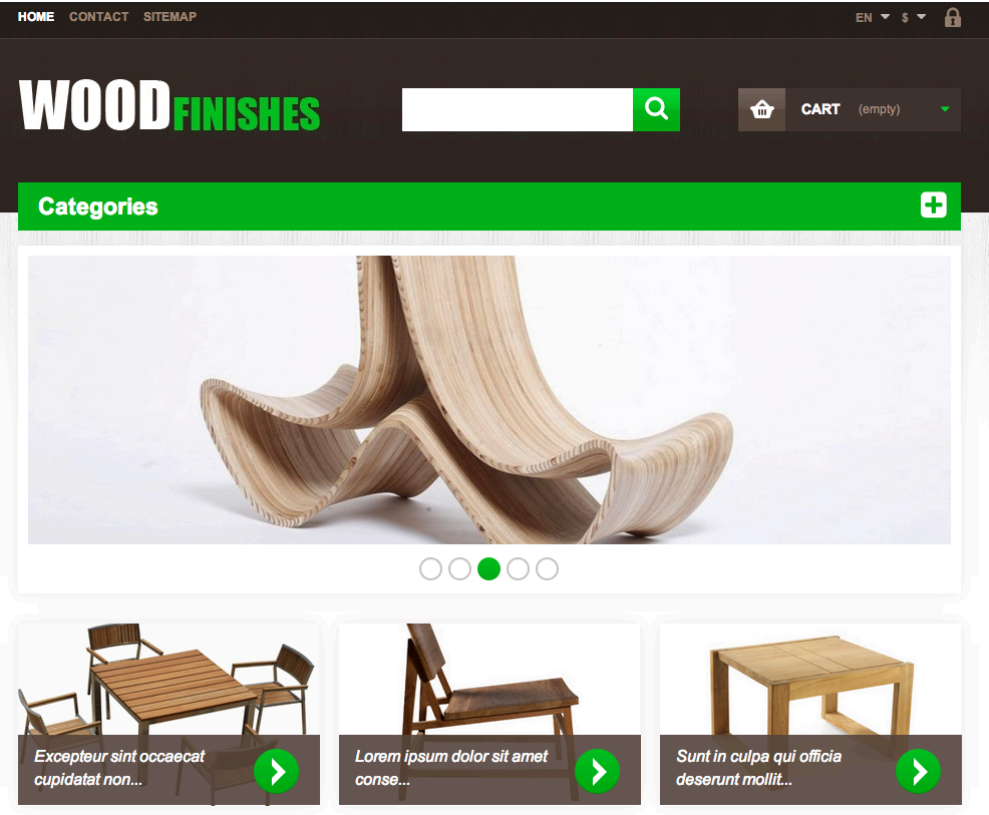


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The following images are the intended website templates to be used. The layout is fixed but the colour palette can be edited. (If possible I would prefer to use current colours to reduce startup costs).



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Here is an example of colour combination we like:



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Competitors. We want to stand out from the pack, so I have listed some competitors to help define what we are looking for.

[Fresh Organic Fruit and Vegetables Home Delivery - Naturally Organic](#)

[Fresh fruit and vegetables delivered - FoodBox](#)

[Produce Delivered Co. | Market Quality Fresh Fruit & Vegetable Delivery](#)

[100% Certified Organic Fruit and Vegetables Online » Organic Boxes](#)

[Lucy's Online Growers Market | Delivering farm-fresh produce to Selwyn food lovers.](#)