

**Client: Capability Events Ltd** [www.capabilityevents.co.uk](http://www.capabilityevents.co.uk)

**Project - Livestock Festival Brand** <http://www.livestocklongdon.co.uk/> (ignore current placeholder logo)

## BRAND INFORMATION

1. What is the full written name of your company?

Livestock Festival

2. What is your tagline, if you have one already?

There isn't one yet. Would be good to have a think about what this could be, and how it could work alongside a logo.

3. Please give a general overview of what you/your business does.

A brand new festival celebrating a perfect summer, set in glorious countryside. Come along for 3 days of camping, music and outdoor fun.

4. Please sum up what you do in 6-10 words.

A big, bold and bright festival

5. Please provide 5-10 keywords that best sum up what your logo needs to convey. This will be used to create an appropriate perception in your market.

Bold

The name – Livestock Festival

Camping (inc VIP)

Lots of Drinks (think champers and cider in the sun rather than necking blue WKDs!)

Music (range of different tents)

Countryside setting

Family time (I use this very carefully as it's not a kiddies entertainment festival, but it is parents and grown up kids festival, almost an alternative to a summer holiday)

6. Please provide 5-10 keywords or phrases about what you want your clients to feel when they see your brand.

Excited / magical

Music

Festival

Camping

Summer

Big party/boozy with plenty of other entertainment such as outdoor cinema, farm walks

7. What do you want your logo to say about your company? (Note: question 6 refers to emotion and feeling. This is more a general description of what your identity needs to say or portray.

Name: Livestock

The word festival

Please can we have a longhand version – with dates and URL?

URL: <http://www.livestocklongdon.co.uk/>

Dates: 31 July, 1 Aug, 2<sup>nd</sup> Aug 2015

8. Who is your target audience or intended market? That is, who needs to be influenced by your logo/who is the decision maker who will be purchasing your product/service?

Festival attendees and their families

Likely local to the site

Create cut through with local press

9. Are you unique or one of many? Does your logo need to stand out among many competitors or are you offering a niche service in your area?

There are a few – Lakefest is probably the closest in terms of competition.

Big standout – bold, bright, boozy and busting at the seams!

10. Who are ALL of your competitors? Please provide business names and web addresses, if possible.

Any festivals, but particularly local festivals such as: Upton Festival, Lakefest.

11. How many people are employed at your business?

n/a – this will be a big festival with 000s of attendees.

12. Where will you be conducting your business (office, home office, etc)?  
Office.

## TECHNICAL & PRACTICAL DETAILS

1. What type of logo do you require?

Initially a simple logo (name and imagery/vectors if that's what is decided) and then an expansion logo with the dates and strapline.

2. How will your logo be used?

Facebook profile and cover

Online:

website

Sliders

Banner ads

Social media

Print:

Posters

PR/press

Flyers

Outdoor posters (must be easy to read as a drive by – the name is quite long so I think some imagery (not necessarily photo imagery

3. Where will your logo be used? (We need this to determine practical requirements of the logo and the amount of detail that can be incorporated)

Online and press, outdoors.

4. What is the smallest physical size you need your logo to work at?

See the logo placement on <http://www.livestocklongdon.co.uk/> (currently a placeholder)

## YOUR PREFERENCES

1. What visual style of logos appeal to you? Feel free to send samples of the style you're after.  
Bold, bright, visual join the dots – camping, music, drinks, champagne luxe

2. What colour requirements do you have, if any? What colours are you hoping to avoid?

Bold primary

Avoid hippie/washy colours – yellow, green etc. Orange always good for online conversion/engagement so perhaps we can see an option like this.

3. Do you have a certain visual style or a certain visual that needs to be incorporated into the logo?  
Bold as you like!

## TO FINISH UP....

1. Please list any other comments, ideas, concerns, or anything else you might have to say.

Not circus, Not Fariground

It'd be good to show a text route v text and imagery. Perhaps x3 text only and x3 text and imagery. By imagery, I imagine some line drawing style outlines rather than photos. Bold, booze, music, fun and camping all ideal.

2. It's helpful to say what the festival is not:

Super hipster

Hippie

Wishy washy

Too much about the Malvern Hills

A food festival

For young children

A country show - animals etc

Super cool new music

Current chart topping bands

Final Final -

Don't go too heavy on animals - this is not a farming festival!

