

'Barbatus' Logo Design Brief

'Barbatus', a latin word for bearded man, is a Greek men cosmetics company. 'Barbatus' will be a subbrand of Euthalia Physis Cosmetics, so what we want to achieve, is a logo design that can stand by itself but at the same time be in line with the main brand (Euthalia Physis).

The first products of 'Barbatus' will be beard oils. We also have to mention that each beard oil product is based on a different theme so, our wish is the logo to be circular and should include the words, 'Barbatus' and 'Handcrafted' and have a space somewhere to include the name/theme of the product.

For the moment and in order to help you create your designs the theme/names of our first products are: Surf, Tifosi, OldSchool! You can choose to make one or all of them, its your choice.

So just to recap, we want a logo design for our new brand 'Barbatus', the main products are thematic beard oils, the logo should stand alone in the market but also must be in line with the major brand of Euthalia Physis (I have attach some of the logo that the company currently uses and the site is www.euthalia.com.gr, if you need more info). The logo, should include three main words, Barbatus, Handcrafted and the theme/name of the product.

Waiting for your ideas! Any additional info do not hesitate to contact me.

The Designer that we will select, will have also the chance to work with us on corporate graphic, business cards and more.

Thanks,
Dimitris