

LOGO DESIGN BRIEF

The logo

- **HICO's** (small)---**Anti-Anxiety** (in large font to stand out)---**CBD Mist**
- Do you have a tagline? **"Stay calm, Feel Confident."**
- Provide five adjectives to describe your logo. Some examples are below.
(Luxury, Modern, Suave, Simple)

Tell me about your company: HICO

- **Explain what your company / organization is and does:**
 - We are a Cannabis Industry startup that wants to change how cannabis is traditionally marketed and used. By innovative products, design, & media. Cool & Discreet
- **How are you different than your competition?**
 - We offer discreet CBD(cannabidiol) ingestion
 - Attained via sprays instead of Tincture droppers
- **What are the benefits of your product/service?**
 - Soothes Anxiety without Psychoactive effects. Increases user overall confidence. Keeps brain focused on tasks
- **What attributes of your business / organization would you like your logo to reflect?**
 - Professional Cannabis(no leaf). This product boosts confidence
- **How do you intend to market your company?**
 - 30 sec internet ads/Facebook Insta Ads
 - 21-45 yr olds
 - Targeting Young millennial professionals
 - 100% legal

Goals and Objectives:

- What do you want to happen as a result of this project?
 - Brand recognition, jumpstart creation of more anti-anxiety products
- Identify long-term and short-term objectives.
 - Short term: Offer product via e-commerce, local dispensaries
 - Long term: Found globally in every gas station & dispensary....perhaps pharmacies

Describe what you want designed:



Good: Good use of various fonts



Something like this

Who is your target audience?

- Who are you trying to attract with your marketing message? Be specific.
 - People who are afraid of public speaking, have social anxiety. Want to feel overall more confident at work, school, and socially. Logo reflect confident simplicity
- What is the overall message you want to convey to your target audience?

- This is confidence in a bottle!

Tone & Image:

Casual / Formal

Brand message similar to AXE But toned down like Apple

How will success be measured?

- Number of leads generated?
 - Clicks made from facebook ads
- Will you be measuring your goal (see above) by the number of sales made?
 - Yes sales measured in 90 days, month to month analysis (which logos/designs worked best)

What colors would you like to see in your logo? (It is usually best to stick to one or two colors):

Color choice is up to what designer thinks will look best on container

- White: Purity, Healing, Perfection, Clean, Virtue
- Blue: Knowledge, Trust, Tranquility, Calm, Peace, Cool

- Black: Fear, Secrecy, Formal, Luxury
- Purple: Royalty, Wisdom, Spirituality, Imagination
- Orange: Creativity, Invigoration, Unique, Stimulation

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lastly:

- If your logo was a celebrity, who would it be? Conner Mcreggor w/ the Swag of Kanye
- How important is this project to you on a scale of 1-10? 11!

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Thank you kindly
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