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)

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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?
 - o Professional Cannabis(no leaf). This product boosts confidence
- How do you intend to market your company?
 - o 30 sec internet ads/Facebook Insta Ads
 - o 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?
 - o Brand recognition, jumpstart creation of more anti-anxiety products
- Identify long-term and short-term objectives.
 - o Short term: Offer product via e-commerce, local dispensaries
 - Long term: Found globally in every gas station & dispensary....perhaps pharmacies

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Describe what you want designed:

- Sleek, sexy design, luxury, when you see it you want it
- 100mg CBD

Designers are free to be creative! :)



This is the shape of the container. Final container color is not yet determined. Assorted for now 95mm or 3.7in total height--59mm or 2.3in bottom half & 20mm bottom

Prototype logo, bad I know:/



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Competitors Design

- Use <u>Google</u> to search for similar designs that you like, include at least (4), explain why you like them and what to include / exclude in your design
- Do the same exercise but look for (4) competitors designs that you DO NOT like and explain why.



(Industry leader in cbd/thc sprays)

Bad: not sleek. too loud, not discreet, wouldn't expect this to be taken out at work or school setting.

Good: Good use of various fonts

DIXE BOOSTED GIRUS ACALDRING
DIXIE BC
OSTED"
CITRUS
10 Me
1 FL OZ

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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?
 - o 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!

.png Thank you kindly :)