

LOGO DESIGN BRIEF

The logo

- What words or letters do you want included in your logo? Tallulah Farms
- Do you have a tagline? Do you want it to be included in the logo? No
- Provide five adjectives to describe your logo. Some examples are below.
(Feminine, Masculine, Young, Mature, Luxury, Economical, Modern, Classic, Playful, Serious, Loud, Quiet, Simple, Complex, Subtle, Obvious)

Organic, Homegrown, Playful, Abundant, Simple, Local

Tell me about your company:

- Explain what your company / organization is and does. Locally grown produce, and products made from that produce.
 - How are you different than your competition? Locally grown and locally made, all in one location. This is our homestead.
 - What are the benefits of your product/service? Though not certified organic, everything is grown organically, all the recipes created by us.
 - What attributes of your business / organization would you like your logo to reflect? Local, homemade
 - How do you intend to market your company? Iron signage, may print stickers and brochures, for use on products
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Goals and Objectives:

- What do you want to happen as a result of this project? Usable logo for our home based business,
 - Identify long-term and short-term objectives. Long term-recognizability, short term-design to give the sign company for our homestead
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Describe what you want designed:

- Describe your aims and requirements in detail here — the more specific, the better. Tell the designers what is required, but also let them know where they're free to be creative.

I have in mind an oval logo, and Tallulah means lady of abundance or leaping waters, so I would like to include leaping waters, and because my husband's grandmother collected swans, we would like to

include a silhouette of a swan as well. I would like the Tallulah Farms to be on top and bottom of the oval. I have it pictured in my head, but am an amateur and am sure that you pros have way better ideas, so I would be glad to see some creativity!

- What key pieces of information / copy need to be included? The business name is Tallulah Farms, definitely want a swan silhouette and leaping water.
- Include any images, sketches, or documents that may be helpful.

http://images.stockunlimited.net/preview1300/silhouette-of-swan_1446966.jpg

<https://s-media-cache-ak0.pinimg.com/236x/45/8e/61/458e6176696d9a6986af8e4325226300.jpg>

Glass Swans: <https://cdn0.rubylane.com/shops/problem1/809x236925.1L.jpg>

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Competitors Design

- Use [Google](#) 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

https://www.ppdmultimedia.com/files/cache/253be0e19595f6d79bd569206edbc3a8_f118.jpg

I like that it has color, I don't like the banner, so I would say exclude that.

<https://s-media-cache-ak0.pinimg.com/736x/0a/50/c8/0a50c8cf71470a23febdacc604603f5e--farm-logo-circle-logos.jpg>

I love the variety of shapes, it looks very organic.

<https://s-media-cache-ak0.pinimg.com/originals/ef/15/f7/ef15f732f9a96001667f553b4afeb544.jpg>

I like the way the words are on the outside of the logo. That is the way I would like ours done.

<https://s-media-cache-ak0.pinimg.com/originals/3d/c7/fc/3dc7fcff3171770b9a88fc8bf60468c4.png>

I like the hand drawn aspect of this logo.

- Do the same exercise but look for (4) competitors designs that you DO NOT like and explain why.

<https://s-media-cache-ak0.pinimg.com/736x/63/32/e1/6332e1d2c063d4d7248666c559ad56ba--logo-farm-farm-logos.jpg>

I do not like this, it looks like it could be any farm on earth. Seems very typical.

<http://joreldray.com/wp-content/uploads/2014/04/jds-farm-logo.gif>

So very plain. No dynamics at all.

<http://www.edje.com/blog/wp-content/uploads/2013/06/BrandonFarm-Logo.jpg>

It seems very dark, scratched together, seems like there is too much going on.

<http://www.cygnetgraphics.com/images/custom-logo-design/slides/dreamstone-farm-logo.jpg>

I do not like this because it's not very legible from a distance.

Who is your target audience?

- Who are you trying to attract with your marketing message? Conscientious purchasers of homegrown produce, we are in a military town, so military families, boutique type shoppers who don't mind paying more for homemade
 - What is the overall message you want to convey to your target audience? We grow it, we make it, we package it, everything comes from one place.
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Tone & Image:

Funny / Casual / Formal / etc. What tone and imagery will be most effective, specific visual goals? Casual, visual goals, legible from a distance.

How will success be measured?

- Success measured by the fact that we have a pleasant logo that is forever associated with a small, homegrown and proud business.
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What colors would you like to see in your logo? (It is usually best to stick to one or two colors):

- Yellow: Knowledge, Energy, Joy, Intellect, Youth
 - Green: Fertility, Wealth, Healing, Success, Growth
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Below you see different 'genres' of logos. Please pick one that suits your design needs.

*****Emblem



☐ Word mark

Your company name in a stylised type/font becomes the logo.



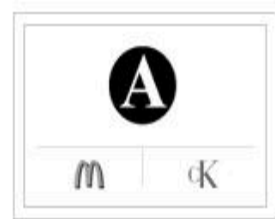
☐ Pictorial mark

An image or shape that is easily recognizable is used to represent your business.



☐ Abstract mark

An abstract shape or symbol is used to convey the values of your business.



☐ Letter form

Letters/initials from your business name are used to create a logo.



☐ Emblem

Business name enveloped by a pictorial element or shape.



☐ Character

A character or mascot to represent your business.



☐ Web 2.0

Representing trends from the internet including gradients, rounded corner etc.

lastly:

- If your logo was a celebrity, who would it be? Reese Witherspoon, playful, Southern, and charming
- How important is this project to you on a scale of 1-10? 8