

Creative Brief - Logo Design

Project Owner: Judy Corak

Date: 2 January 2021

Design Task:

Creation of master brand logo: odorhero

Logo design must be suitable for use on:

- Consumer products;
- Product packaging;
- Online assets, website, social media, advertising - specifically FB and Instagram and shopify
- Printed material ie letterhead , business cards etc

Overall design must be able to stand- out in a cluttered marketplace such as Amazon.com

Logo image to be clean, clear, not overly engineered and easily identifiable and minimalistic to the target audience

Target Audience:

Women who are conscious about unwanted body odours and who are passionate about their personal care and the effects of odours reflecting on themselves in their day-to-day life. They are looking for solutions to eliminate the stench of smelly “pits”, the smell of cooking in their hair, the smell of their son’s teenage bedroom, the smell of the toilet in mixed company with guests, the scent of periods and smell of head sweat at night causing smelly oil excretions in the hair and all over the pillows. They don’t want to be left in an embarrassing situation due to a funky smell that originates from themselves. THEY believe that preventing odours will give confidence, increase self worth, be more carefree without the worry of odours. Odour mishaps leave women feeling unattractive with a loss of self image, upset and frustrated. These women are in control of how good they smell and are not going to affect their best lives or people around them at home, socially or at work, feeling liberated as they walk with smiles in their self assured shoes – dissolving their anxiety and knowing there is not a trace of embarrassment or uneasiness because they are able to go on a date, go to work and socialise with friends without having any embarrassing moments.

Market Definition

Odorhero is the personal care brand for women who believe that odours will not stop their day to day lifestyle and will take proper measures to prevent embarrassment at

home, workplace and socially. They will take all measures to prevent or eliminate unpleasant odours originating from them.

Brand Promise

That: provides affordable, easy to use, natural, effective and efficient, environmentally friendly personal care products for unwanted odours to help you feel confident in your day to day activities such as at the gym, work, walking or hiking and so that you know you are safe and protected and you don't have to worry about any embarrassing surprises, feeling isolated, unattractive or compromise the gorgeous you.

Reason to Believe

Because: we founded Odorhero out of necessity and believe that you are entitled and deserve to live your best life without the continual fear of natural body embarrassments that happen unexpectedly, we don't like chances we believe you should take control so you can live the best life you want without a disruption of unwanted odours. With all tested and superior natural ingredients that are biodegradable and friendly to the environment at an affordable price we can back our products to keep you safe and protected and putting that smile of confidence whilst living your best carefree lifestyle with uninterrupted mishaps.

Brand Essence - Key Descriptive Words

- Trustworthy
- carefree
- Feminine
- Natural organic
- Modern
- effective

Colour Preferences

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- Open to a simple color palette that communicates: positivity, eco-friendly, biodegradable, organic, confidence, and health

Logo/Font Types - the target market would also shop at:

Aēsop®





AVEDA™

Competition

Aēsop®



Budget: \$ 500

Timing: 25 January 2021