

## LOGO DESIGN BRIEF

Brand:	THE HUNTFITTERS	Project:	LOGO DESIGN
Briefing:	Feb 1 <sup>st</sup> , 2022	Deadline:	To be defined

### Background/overview

THE HUNTFITTERS is an online store aggregating numerous international renowned brands offering a one stop shop for hunters and for outdoor enthusiasts. The categories will include clothing, headwear, footwear, all types of clothes, gears, equipment, tools etc.

It will be established in Dubai, UAE, with a central warehouse delivering to its customers across the MENA and Levant countries.

Sales business model will be online with a potential extension to in-store selling; marketing and promotions will be channeled via social media tools.

The values of the company will be Quality, Product Diversity and Operational Excellence.

### What are we making?

Creating a LOGO for the online store both modern and simple.

#### Task description

There's quite a lot of hunting gear that will be sold on the platform for many hunting activities: Mountain hunting (Ibex, Argali, etc.), Waterfowl (Duck and geese), and upland hunting with hunting dogs (Woodcocks, Partridges, etc.). ***We'd like to design a logo that reflects all of the above, not only one of them.*** E.g. The logo cannot have a Goose only (The audience will think we only sell goose hunting gear).

The Logo must look good / standout on stickers, delivery packages, bags, caps, etc.

It shouldn't be very complicated so it could be embroidered clearly on caps and other gear.

### Who is the audience?

Our customers will be middle and upper class mainly looking at purchasing clothing, gears and equipment related to hunting and outdoor activities. The age group is 20 years and above.

### What is the objective of the work?

The visuals should reflect a modern look, focusing on a simple message around quality and customer centricity. The work needs to be inclusive of different age groups and target audiences.

### Competitors and Positioning

So far no direct competition is available in our region and we would like to position the business as first to market and the one destination for high-quality and technical hunting/outdoor gear.