

# Brief

*Experienced graphic designer required to design logo and imagery for a new self start-up small business.*

**Company Name:** Halse

**Supporting text to name:** strategy / support / solutions

## Scope for designer

- Use my image boards for inspiration. Images are divided into photo folders, the titles are self-explanatory.
- The design must show strength, trust, and reliability.
- Modern outback minimalist design that captures my personality (use image boards to assist).
- Incorporate colour as designer sees fit. Try reflect personality.

## Image boards

Follow these links to my image boards. Please be inspired, but remember the brief for minimalist design.

[Style guide image folder](#)

[Location image inspiration](#)

[Personal likes and interests image folder](#)

[How I see Me inspiration images \(joking not joking\)](#)

[Business to achieve image goals](#)

## Design deliverables

One logo using the word Halse with supporting imagery inspired by designer.

## Scope of business

**Located** remote regional Australian town (Kalgoorlie,WA)

**Business structure** solo operation / locally based / consultant and advise land developers and property investors

**Service** trusted local / +10 years experience in the Goldfields / break through the barriers / problem solve the rules / strategic management of project / imagining and design

**Aim** 100% cloud based / paperless office / connected to the world / modern / efficient and reliable.