Brief for the creation of a Raw Honey Man Logo & Product Label Template

**Overview:**

We are the Raw Honey Shop, [www.therawhoneyshop.com](http://www.therawhoneyshop.com). We are launching a new raw honey brand called Raw Honey Man, offering a collection of high quality artisan honeys found from locations around Europe and the world by Raw Honey Shop founder Tim Walker.

Initially most of the honeys will be from Greece, as honey from Greece tends to be the best quality. Our brand is based around our founder, Tim Walker, and his honey adventures to discover exciting and unique award winning honeys.

This brand may eventually become our main brand taking over from the Raw Honey Shop brand. We can create more of a personality and story around a brand called Raw Honey Man. With the current brand a lot of people think we are a physical shop, whereas actually we are an ecommerce store.

Typical existing high quality products that would have the new branding include:

Mount Olympus Forest Honey: <https://www.therawhoneyshop.com/products/raw-greek-organic-forest-honey-from-mount-olympus-1kg-multi-award-winning>

Chestnut honey from the Monks of Mount Olympus: https://www.therawhoneyshop.com/products/artisan-raw-greek-chestnut-honey-from-the-monks-of-mount-athos-1kg

**Target Audience:**

Our target audience is upmarket consumers who appreciate high-quality products and are interested in the traceability of the product, organic production methods, and high bioactivity of the honey. They love raw honey and appreciate the different flavours available from a range of different plants and trees. They despise mass produced supermarket honey.

**Brand Personality:**

Authentic

Adventure-seeking

It tells a story behind each jar, not anonymous like mass market brands

Rustic

Respectful to the bees and nature

High quality and unique

Traceable

**WHAT IS REQUIRED**

The project would develop in stages for both logo and label.

1. We would like to see some options with rough sketches that convey the basic approach.
2. We select one or two approaches and ask you to work them up, not necessarily with all the details but giving more of an idea of the finished product.
3. You work up a final design with all the required elements.

**Logo:**

This wouldn’t necessarily be a logo but an image that is standard across all products – and when people see it they needs to think ‘Raw Honey Man honey brand’.

It needs to show Raw Honey Man, perhaps as a monochrome image with a beekeepers hat – created from a real image. But we would leave this open to you as a designer to create something that is memorable.

I have attached some photos of Raw Honey Man to help.

It needs to convey the personality of the brand, which is about Raw Honey Man (that’s me, Tim Walker) travelling around Europe to the wildest most remote areas discovering pure new honeys from small artisan beekeepers – honey that can’t be found anywhere else - for honey connoisseurs.

This image needs to work at different sizes, depending on how it is used. Mainly this would be on product labels, but it could also be on leaflets and web pages.

**Label Design:**

The label design should be eye-catching and convey the brand's personality and story.

There should be a section on the label where Tim briefly tells the story behind the honey variety and how he discovered it. There will also be a QR code label linking to a video with more details of the story behind the honey. The label should prominently feature the brand's traceability, organic production methods, and high bioactivity – perhaps as bullet points.

The label should also feature logos of any awards won.

The design should be elegant and premium, suitable for high-end delicatessens and posh supermarkets.

There are two label dimensions currently but the design should be adaptable, so it could be used on other sizes

280mm wide x 60mm deep

210mm wide x 45mm deep

You need to allow for the following text and logos on the labels

<https://www.screencast.com/t/f44TkVEaV>

The label should also include a clear space for nutritional information and allergen warnings.

You could allow for a round label on the top of the jar, which would be part of a seal. See <https://www.screencast.com/t/wovZCDAU3uCC> You could use this for organic logos, for instance.

Colour Palette:

A warm, natural colour palette is preferred, such as shades of gold, brown, and green.

Fonts:

We will leave it up to you but a sans-serif font is preferred as it easier to read.

**Notes:**

Brand

This is a case of building a brand from the bottom up, starting with the logo and label design with principles that can be applied to print and online media. Initially the brand will sit within the Raw Honey Shop website but later it may transition to its own website.

So initially we are asking you to create a logo and label design, but bearing in mind longer term development.

Overall, the logo and label design should convey the brand's story and personality, and appeal to upmarket consumers who appreciate high-quality, traceable and unique raw honey.