

GB SALADS LTD: Design Brief

Project: Logo and Brand Identity Design for GB Salads

Client: GB Salads - A company that washes and bags ready-to-eat salads in Great Britain.

Objective:

To create a logo and brand identity that positions GB Salads as a leading provider of fresh, high-quality, ready-to-eat salads while conveying a sense of British pride without appearing nationalistic or exclusionary.

Brand Values:

- **Quality:** The brand should communicate the superior quality and freshness of the salads.
- **Trust:** The design should evoke a sense of trust and reliability.
- **Wholesomeness:** The brand should emphasise the natural and healthy aspects of the product.
- **Britishness:** The design should subtly convey a sense of British origin without being patriotic or nationalistic.

Design Considerations:

- **Logo:**
 - Incorporate elements of the British flag (colours, patterns) in a subtle and sophisticated way.
 - Consider using imagery related to freshness, nature, and growth (e.g., leaves, water droplets).
 - Avoid overly literal or clichéd representations of Britishness.
 - The logo should be clean, modern, and easily recognisable.
- **Color Palette:**
 - Utilise a fresh and vibrant colour palette with red, white, and blue as primary colours, potentially complemented by green and accents of gold or silver.
- **Typography:**
 - Choose fonts that are clean, modern, and approachable, reflecting the brand's trustworthiness and transparency.
- **Imagery:**
 - Use photography that showcases the vibrant colours and crispness of the salad ingredients.
 - Highlight the "washed and ready-to-eat" convenience of the product.
- **Messaging:**
 - Develop taglines and critical messages that emphasise quality, freshness, and British origin.
 - Examples: "British Quality. Naturally Delicious.". "Fresh from the Farm to Your Fork."

Desired Brand Identity:

The overall brand identity should be:

- **Proudly British but Inclusive:** Subtle use of national elements should convey a sense of origin and quality without alienating anyone.
- **Fresh and Wholesome:** Emphasis on natural ingredients and vibrant colours should communicate freshness and a healthy lifestyle.
- **Trustworthy and Reliable:** Clear messaging and transparent production information should build consumer confidence.

- **Modern and Approachable:** Contemporary design elements and friendly typography should appeal to a broad audience.

Deliverables:

- Logo design concepts
- Brand style guide (including colour palette, typography, and imagery guidelines)
- Mockups of packaging and marketing materials

Summary:

GB Salads Ltd. needs a logo and brand identity that establishes it as a leading provider of high-quality, ready-to-eat salads, subtly incorporating British pride without overt nationalism. The design should evoke freshness, trust, and wholesomeness. The logo should include elements of the British flag in a sophisticated manner, potentially using imagery related to nature and growth while avoiding clichés. Clean, modern typography and photography showcasing vibrant, crisp salad ingredients are crucial. Messaging should emphasise quality, freshness, and British origin, with taglines like "British Quality. Naturally Delicious." The overall brand identity should be modern, approachable, and inclusive, appealing to a broad audience while subtly conveying the company's British roots and commitment to quality produce. To maximise creativity, we allow the designer freedom with the colour palette, trusting their expertise to develop a scheme that best captures the brand values.