Brown and Lee Associates Logo Project

Company Overview:

Brown and Lee Associates has been in business for 36 years operating as B&L Associates. We are attempting a rebrand of the company to “Brown and Lee Associates”. B&L has a strong client base of the biggest names in the Food Industry, including Kraft, Campbell’s Soup, Coca-Cola, and food service companies such as Archer Daniels Medlin (ADM). The nature of there business is industrial food ingredients such as flavoring blends (add to food to make it taste great), food bases to create soups and sauces at mass scale, and food additives that make food preparation both cost efficient while increasing the quality of the food. There is also a consulting nature to the business with over 95 years combined experience in food technology and science, technology and managerial consulting and strategic partnerships. The key take away from the overview is this is the strongest food technology company in America, and on the planet. Technology in food is the skill set of solving complex flavoring and logistical issues with a food product. The food products are the core of the company, but what makes this core is deep skill in food technology and thought leadership in the arena. The founder was the first American since Nixon to go to China and help teach the country meat preservation techniques. Business with the largest companies in the industry has been manages through strong relationships cultivated over decades. Now the time has come for B&L to rapidly grown through strategic partnerships with customers that leverages the companies deep knowledge of food science and formulation. Here is there current website. DO NOT Focus on the colors and brand, DO FOCUS on the business, what it is about and the products. <http://www.blfoodinnovations.com/index.html>

Brand:

Brown and Lee can be abbreviated to “Brown and Lee Assoc”. While B&L is an established company with a strong customer base the objective is to make a modern, dependable, innovate and polished look to the brand. Innovation and dependability must go hand in hand here; from the forms to the colors the brand must be pristine. We need both a logo (plain) and this logo with a word mark of Brown and Lee Associates, Brown and Lee Assoc, and B&L Associates. The overview of the company speaks of knowledge, capabilities to deliver innovative food technology to the worlds largest companies.

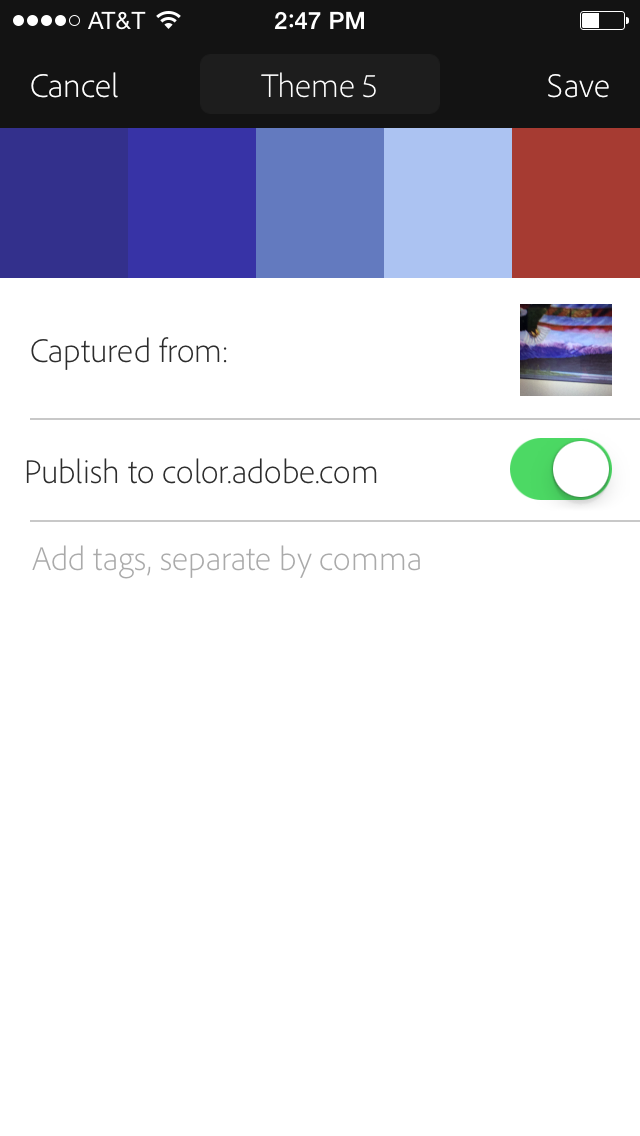
Slogan:

Innovative Solutions for the Food Industry

Creative Thoughts:

* While business is located in the US, the branding should be universal.
* Branding and logo must be clean, crisp, and powerful yet not intimidating
* Brand and logo must be welcoming
* Trust, knowledge, honesty, and the ability to deliver/fulfill on one’s word must be conveyed
* A brand and logo theme that breeds innovation, and world class food science knowledge is desired
* Look at other food companies including this google search:
* <https://www.google.com/search?q=best+food+company+logos&espv=2&biw=1821&bih=830&tbm=isch&tbo=u&source=univ&sa=X&ved=0CB0QsARqFQoTCO-jzvWQ98cCFUbOgAod-mIFbw&dpr=0.75>
* The search will pull up logos of customers, we need to sell to these companies so think of these as an industry standard – we want to be better than this standard from the thoughts and guidance provided above.

Color Pallet



On top of the logo we need to have sales and website collateral made.

1. We want to blend the brand into pictures of our products that can be taken from the website and are provided below…
2. We need headers and images for a website <https://ben-lee-oikb.squarespace.com/config/#/|/>
   1. Food technology
   2. Business – like you did with me and the clean office assets and blended backgrounds with texture
   3. Food products
3. Assets for Sales collateral
   1. Logo
   2. Logo with Company Name
   3. Letterhead or a very slick and clean implementation of the logo with a line that runs infinitely below the logo (line should be a separate asset than logo and brand name) and only used for paper letter head
   4. Branded picture augmentation of the B&L food product line.
      1. Make the products pop and look
         1. Tasty
         2. Powerful
         3. Useful
         4. Innovative

\*keep this collateral both for website and print sales collateral on brand and use your wonderful skills to deliver and amazing visual experience\*