***The Sydney Stylist* logo design brief:**

**About the business:**

* “*The Sydney Stylist*” provides the following services to women and men:
  + Personal styling sessions:
    - Personal shopping
    - Wardrobe clean out and revamp
  + Virtual styling advice through apps/ social media/ website
  + Styling talks/ presentations/ parades
  + Fashion styling advice/ commentary to media
  + Fashion and trend blogging
  + Editorial and fashion shoots for magazines
  + Home styling
  + Visual mechanising for businesses

**Target audience:**

* PRIMARY:
  + Women aged 25-70 years
  + Wealthy socio-economic backgrounds
  + Professionals and stay at home mothers
* SECONDARY:
  + Men aged 25 – 70 years
  + High income earners/ Wealthy socio-economic backgrounds
  + Time poor
* TERTIARY:
  + Media/ press
  + Shopping centres
  + Businesses

**Look and feel:**

* Upmarket and elite
* Trend setter
* Chic, classy and stylish
* Sleek and modern
* Clean and professional but with funky edge to it
* Unique and easily recognisable
* Gender neutral – not feminine
* Refer to *Primary ideas: Modern monograms* below - I have placed a red star next to the monograms/ logos I especially like the look of
* I have also included other logos/ monograms (refer to ‘*other ideas’* below*)* for your reference only if we can’t get the primary idea to work for the logo

**Inclusions in the logo:**

* Custom/handmade monogram:
  + Embodies the ‘look and feel’ of the brief *(see above);*
  + Recognisable and unique from a distance;
  + Does not necessarily have to use (or just use) “SS” in the monogram *(refer to the first monogram layers over the photograph of the woman and ‘Charlotte and York’ logo on next pages)*
  + Easily transferable across different mediums (refer to “*logo uses*” below);
  + Clean and professional but with funky edge to it
* Full business name “*The Sydney Stylist”* :
  + Clean, professional, trendy font
* Metallics –logo to be used in rose gold, silver, chrome and gold metallics

**Avoid:**

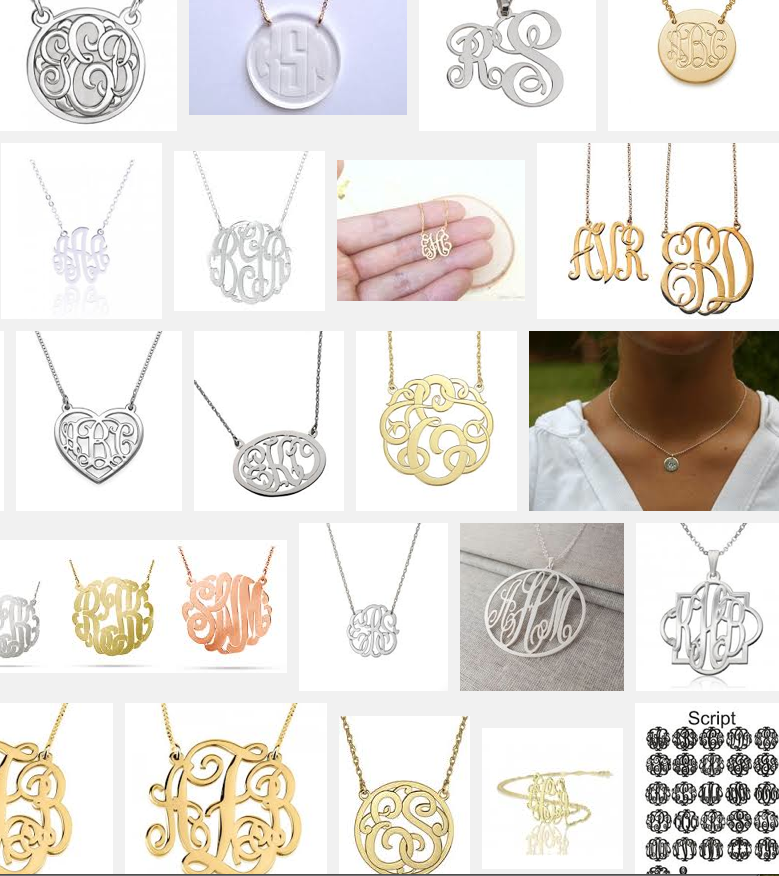
* Standard/ commonly used fonts
* Looking like a law firm logo – it needs a funky/ trend setter edge to it
* Sydney icons – think global and universal
* Bright colours

**Logo uses:**

* Business cards
* App tile – logo needs to be able to transfer easily onto an app tile
* Website
* Social media – Facebook and Instragram
* Print advertisements
* Event signage and banners
* Necklaces/ cufflinks *(see Necklace monograms photos at the end of the brief)*
* Other merchandise

**Future projects for logo designer:**

* Business cards
* App tile
* Letter head – header and footers
* Email signature and logo
* Advertisements
* Website



**Primary idea: Modern monograms**

