**Design brief**

**Business name: Golfort**

I am looking for the following services:

**Logo design**

The design of the logo and some variants of the main logo too. For example, I would like several colour options so that we have flexibility using the logo in different places, a version on a pre-set square colour background and also a logo using just the first letter which can be used as an app logo.

**Background on the business**

The business is a start up and so it’s really important to me to get the branding right from the start. There is no pressure on the timeline, I have a couple of months at least before this needs to be finalised, so I would rather we take the time to get the best result. The business will create an online golf membership sharing platform, so it is a modern take on a very old, traditional industry. I contacted Focus Lab because I liked the work on your website and wanted to see what you could do on our project.

In terms of budget, as I said above, it is a start up business so my natural intention is to spend as little as I possibly can. However, this is one thing I want to get right, which is why I have not gone for a $49 logo service online. If we are talking thousands of dollars for the above, then I’m definitely in the wrong place as we just don’t have those sorts of funds available, but I am open to your feedback and within reason I will go ahead if I feel the result is going to be what I’m looking for.

Here are some very basic thoughts that came to mind when I sat down to think about what I was looking for:

* Modern
* Sans serif fonts
* The logo needs to link to the business activity in some clever way, not just the most obvious picture of a golf flag next to the word.
* Simple colours – perhaps black and white, or grey, or pastel colours.
* Needs to work well on white paper/emails/advertising and also on the website, likely to be black/grey – need variants of the logo for different backgrounds.
* Ideally want an additional variant that can be used for the app – for example, the ‘S’ of Skype for the ‘f’ of facebook.

I have also included a list of websites below just to give you an idea of my thoughts for the final look of our website. These are included just for you to get a feel for the type of website we want to create, we will be developing the website internally.

* [www.clearscore.com](http://www.clearscore.com)
* [www.airbnb.co.uk](http://www.airbnb.co.uk)
* [www.riiotlabs.com](http://www.riiotlabs.com)
* [www.grow.com](http://www.grow.com)
* [www.validately.com](http://www.validately.com)
* [www.typeform.com](http://www.typeform.com)

I have also included some other logos below that I like, particularly the ones which take the theme of the business and blend it into the logo intelligently. As the business is very new, the logo needs to be memorable and needs to link back to golf. I just did not want it to be a basic word, next to a basic picture of a golf flag.

**Logos**

**Examples I like**

 















