**BRAND LOGO BRIEFING**

1. **SCOPE OF WORK:** Develop a logo design to a luxury waxing center in Brazil. Language Should be in Portuguese. Texts to use in Logo will be provided.

**2. Company’s name:** **DEPYL PRIME**

**3. Comapany’s field:**

Waxing Center and Skin Care

**4. Products and Services offered:**

- Body Depilation (Epilation) multiple parts of body / Remove body hair with high quality wax.

- SPA OF FOOT AND SPA OF HANDS / Moisturizing hands and feets using a high quality paraffin associated with a gentle and relaxing massage

- Deep Cleaning Skin / Skin Care with Colagens Mask, Led Mask.

- Body Anti-Stress Massage.

**5. Our Difference form others local players:**

- We have a high quality wax that provide to our clients not only hair removal process but a complete beauty treatment that they will feel their skin silky and soft after depilation and a much better after wax feeling.

**10. Clients Information / Target Public (The profile of our client)**

Upscale. Business woman/man, in a very good life condition, willing to pay a little more to have a better service

75% Women between 18 to 38 year-old

25% Men between 25 e 36 year-old

People who cares with their appearance and cares about their wellness

**11. The Logo Should Transmit to our clients…**

- Elegance, Luxury. High Quality

- Confidence with a little drops of audacity

- The First Class of the waxing center

- Cleanliness

- Tender and Pleasant feeling / Soft

- Outstanding

- Be remarkable with class and without being rude/rough or vulgar

**13. Remarks**

- Use the texts attached to Logo **“O SPA DA PELE”**

This is in Portuguese language and it means “The SPA of the Skin”

* The Complete Texts of Logo sould be:
  + Main Text: DEPYL PRIME
  + Secondary Text: O SPA DA PELE

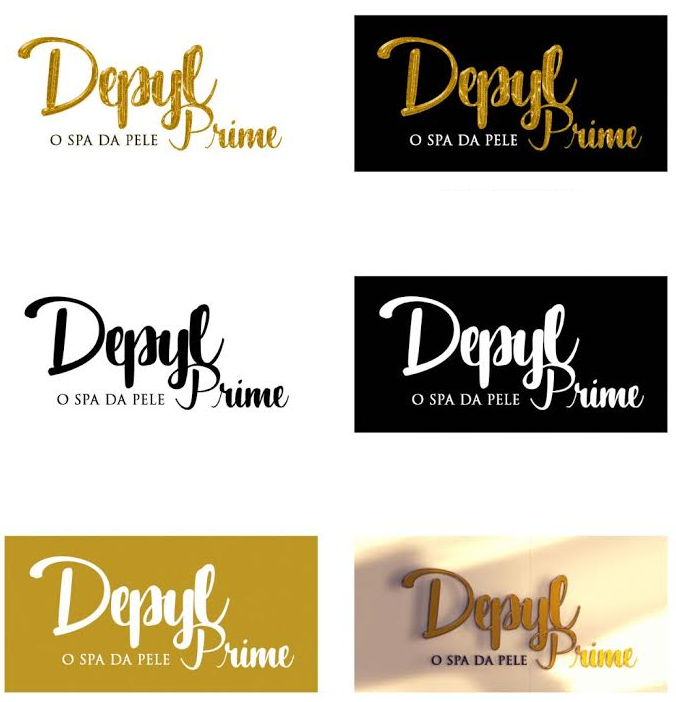
- Preference to use gold color

- But can also use Silver, Black, together or separate with gold.

- Feel free to beat us with your best shoot !!!

* Don’t Design a logo or use colors that can avoid male audience. Although we have 75% of women as our clients, we don't want to waste such 25% of men with colors or logo that can make them shy or constrained.

**You can find bellow a logo designed in Brazil only to see as a first kick-off. We like it but we are looking for something more, something better than it. More creative / artistic.**

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