

CheapShaving Logo Design Brief

Brand name: cheapshaving

Contact name: Maurice

Description of service: www.cheapshaving.nl is specialised in the sales of original Gillette razorblades for man and women with high discounts on the suggested retail pricing (up to 45%) with high service.

We have a high average customer review score of 9.3 (on 10 point scale).

Our service includes:

- shipment within 24 hours (>95% next day delivery)
- free delivery of orders above EUR 80
- low shipment costs EUR 1,99
- secure payment (multiple options)

Required Design Elements:

- No special restrictions.
- Logo should include brand name
- Logo can contain .nl extension
- Can be used on different background colors and materials
- Vivid colors, color blindness aspects should be checked
- The Capital C and S in the CheapShaving brand name is not a prerequisite, it is used to separate the word Cheap and Shaving, alternatives welcome
- We like flat logo or designs with a fun twist. See examples at end of document. However this is not a core requirement

Brand summary & strategy:

What is the Brand character?

Excitement: daring, spirited

Sincerity: genuine, cheerful

Competence: reliable

Sophistication: good looking, smooth

Defining the elements of the

Memorable: high, should be visible and memorable

brand:

Meaningful: one picture or a 1000 words
Likable/Personal: cosy and should bring a memory
Transferable: Yes, a variation or next step for cheapshaving could be a future development
Adaptable:
Protectable: Yes. Name should become synonymous with our service

Brand positioning statement: Cheapshaving sells individuals (men and women) with high quality branded razor blade cartridges from Gillette at a very low price point with high service that offer them a great shave at a low price.

Messaging hierarchy (primary and secondary): n.a.

Target Audience / Who are we talking to? Primarily: Consumers (man and women)

What do they currently think and feel? n.a.

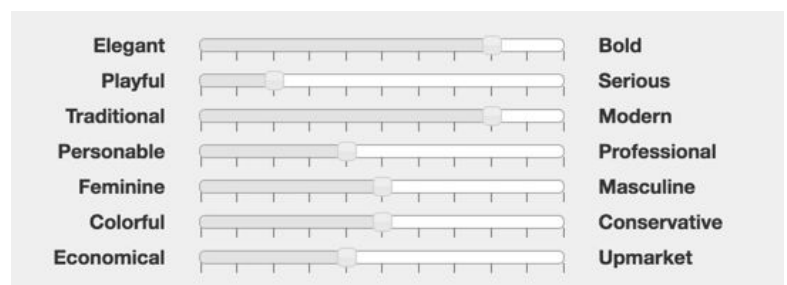
What do we need them to think and feel? n.a.

How do we bridge the gap? n.a.

Tone of voice:

- Personal (first & second voice) & honest
- Funny
- Casual / informal (colloquial language),
- Concise
- No buzzwords, jargon and/or cliches

Look and Feel



Purpose Compelling/engaging,
 Delight
 Inform and enable

Other reference: n.a.

Ideas Platform: n.a.

Brand Guidelines:

Our current color codes are:

Orange hex: #D95E00

Blue hex: #003a73

However these are NOT mandatory

Example logo's/illustrations we like:

