Logo Brief

Name: Zen to Go

Task description: Logo Design

Background information on business and service:

Objective

We need a logo design for a new company based in Mexico called Zen to Go. Our main line of business is the beauty or cosmetology industry. We are currently focusing on in-home massages, with plans to expand it to in-home facials, manicures, pedicures, etc. We are looking for a logo that communicates the idea of pampering, relaxation or “Zen,” a modern digital business, convenience and ease of use. For this purpose, our company brief and brand colors are attached.

Company brief - ATTACHMENT

Our main line of business is the beauty or cosmetology industry. We are currently focusing on in-home massages, with plans to expand it to in-home facials, manicures, pedicures, etc. We will deliver our services by matching customers wanting our in-home services with providers willing to perform the services. We are an intermediary between customers and providers, with the goal of providing cosmetology services of greater quality at much lower prices.

We target Mexican nationals throughout the country and tourists from around the world that visit the main vacation destinations in Mexico. Our main languages are Spanish and English.

Our selling channel is a digital platform (web portal) in which customers can book in-home massages to their home or office. We provide value:

To Customers

* Convenience:
  + availability of service hours after regular businesses (SPAs) close;
  + services provided at home (no need to drive to the SPA, no traffic);
  + easy-to-use web portal (DIY booking, modifications & cancellations, add places such as home and office);
  + No more cash transactions (all is paid through a credit card)
* Peace of mind:
  + Vetted and certified providers go through a background check
  + Customer review system filters low performing therapists
* Value:
  + Prices lower than average
  + Quality services

To providers

* Convenience:
  + Ability to choose when to work (hours and/or days)
  + Ability to choose where to work (areas of the city)
  + Easy-to-use web portal that lets providers do everything they need to perform services through our platform
* Peace of mind:
  + Provider location is always known by Zen to Go when performing service, through real-time GPS
  + Customer ID on file
  + Telephone assistance from Zen to Go (finding an address, calling customer, etc).
* Value:
  + Pay above industry average
  + Extra hours
  + Large base of customers (without the cost of marketing)