**Perk-y Creative Brief**

**January 2017**

**Project Overview:**

Perk-y is a new food concept currently being tested in a small US market. The current Perk-y logo is a simple type treatment, which has been used only for initial product testing. The need is to create a logo for Perk-y that embodies the nature and essence of the product. The logo should include a type treatment with an icon or unique design flourish.

**About Perk-y:**

Perk-y is a Superfood powder to be added to your coffee, tea, smoothie or oatmeal. It's made of a mix of vitamins, spices, and nutrients and comes in three flavors (to start) – packaged in a 8oz-12oz glass jars. The product is organic, vegan and gluten free. Price point will likely be $12.99-$16.99 a jar.

**Primary Audiences:**

Women and men, ranging in ages 30 – 60 who care about a healthy lifestyle. They’re conscious about the products they use and consume. They seek products that are organically and ethically sourced, but it’s not the end-all-be-all. This audience loves artisanship. They fall in the middle to upper income bracket.

**Brand Key Words:**

Key words to describe the Perk-y ‘product’: energized, refreshed and awakened

Key words to describe the Perk-y ‘production’: hand-crafted, ethically sourced, well-made, organic ingredients when possible, small batch

**Symbols:**

Horizon, sun, light, brightness

**Color considerations:**

Food friendly color scheme – stay away from red, purples and pinks.

**Type Treatments:**

Stay away from overly feminine font selections, especially script fonts.

**The exact wording for the logo**:

Name: Perk-y (must have a space with glyph between the k and y)

Tagline: Fortify Your Life

Sub-tag: Superfoods Powder