Hi there!

Great to be working with you. Really looking forward to seeing our new kick butt logo!

ABOUT ME / US

This is me. Harriet Castle. I’m a former corporate executive who got fed up and burnt out by the job and craziness of doing what you don’t love and being totally miserable in live. I now coach girls and women to live fulfilled, authentic lives. To be strong, powerful and unstoppable in themselves. Supporting women is very important to me.

BRAND VOICE

Our brand voice is authenticity, honesty, trust and a bit quirky and a bit edgy. Not afraid to speak up. Our values are the same.

My site [www.freethebirdy.com](http://www.freethebirdy.com) is merging into www.harrietcastle.com and the “vibe” remains the same. A little kick butt, in your face and not at all conservative or corporate. We relate to the singer Pink. She tells it how it is. She is strong, fit and takes no nonsense. No fluff. But still sexy and feminine.

In terms of logo, here is my brief:

To capture the brand voice (above). Keep it simple, modern and a bit quirky / hip but not too try hard. I liked the logo on freethebirdy especially the bird image – wings spread and flying high! Like it a bit hip and edgy.

I’m not looking for feminine cursive and soft text, more modern and unapologetic but still “speaking” to women.

I also need to use the logo on my website, downloadables, PowerPoint presentations, Facebook site, LinkedIn etc.

Logo is:

Harriet castle (heading)

You.Unlimited.(tagline)

Thank you!

Harriet