|  |  |
| --- | --- |
| **DESIGN BRIEF – MAN GROOMING PRODUCTS**  **Men’s Grooming Products** | |
| ORIGINAL JOB POSTING | I am in the process of launching a range of Men's Grooming products and I am looking for someone who can do the following ...   - Create a Logo - Several variations for feedback and review  - Choose Typography  - Chose Colours - We are suggesting Grey & Cream\White  - Design labels for packaging (This work may be ongoing if we align)  - Initial design for a one page - PRE LAUNCH Website (Main website may be part of ongoing work if we like the initial design)  - Business Cards and other stationery required.  If you can achieve these design elements and are quick on the tools then please apply with samples of your work that best fit this description.   A full design brief will be supplied to the successful candidate.    Please specify how many hours you would like budgeted for the project in your application based on the requirements of above. |
| **BACKGROUND** | |
| THE BUSINESS | * Ethical, responsible and natural grooming products for men. * A stylish, lifestyle brand. * 50% of all profits go towards proactively addressing the health and wellbeing of men, above the shoulders. |
| OUR WHY | * Depression, anxiety and other mental health challenges greatly affect young, ambitious, professional men – it has personally and significantly affected the co-founders. * For this demographic, large amounts of stigma still exists when it comes to addressing this challenge. * To date, no major brand/organisation has sufficiently addressed this issue for this demographic. The conversation is still very difficult to have. The fear of judgement and consequence is as strong as ever. The focus on cure over prevention is still present. |
| THE BRAND | * Inherently a lifestyle brand, it must speak to the target audience and become an extension of themselves. * It must inspire, motivate and educate for men to live their best lives possible – becoming the best versions of themselves. |
| SOCAIL MEDIA | * Should be more Edutainment rather than flat product placement. |
| THE AUDIENCE | * Young, ambitious and style conscious males. * Those that are driven to achieve success both personally and professionally i.e. those likely to feel the pressures of modern society. * 15 – 40 years of age. |
| **DESIGN ELEMENTS** | |
| DESIGN PRIORITY ORDER | 1. Logo, typography and colours – with variations for review. 2. Concepts for packaging design.    1. Daily moisturiser SPF15 3. One-page Pre-Launch Website 4. A sample of social media tiles for Instagram and Facebook. |
| BRAND GUIDELINES | Dark Grey and White or Cream as the main colours, would be open to the use of black as well.  Clean design, not overly layered or complex  Product must look good on a website as this will be the main selling channel  Packaging – Black bottles with grey neck. Matte finish |
| BRAND NAME | The business name is MAN  Can be in either upper or lower case in the design, depending on what you think looks better. |
| COPY | Lorem Ipsum to be used for now. |
| WEBISTES AND STYLES WE LIKE | Website & Packaging -  <https://hunterlab.com.au/>  Packaging Only -  <http://bamford.co.uk/product-category/men/> |
| WEBISTES AND STYLES WE DON’T LIKE | * [Example 1](http://www.asos.com/au/triumph-disaster/triumph-disaster-old-fashioned-shave-cream-90ml/prd/7767160?iid=7767160&clr=Multi&cid=19517&pgesize=36&pge=0&totalstyles=215&gridsize=3&gridrow=4&gridcolumn=1) * [Example 2](http://www.asos.com/au/baxter-of-california/baxter-of-california-after-shave-balm/prd/7249522?iid=7249522&clr=Multi&SearchQuery=&cid=19517&pgesize=36&pge=0&totalstyles=215&gridsize=3&gridrow=4&gridcolumn=3) * [Example 3](http://www.asos.com/au/uppercut-deluxe/uppercut-deluxe-moustache-wax/prd/6854958?iid=6854958&clr=Multi&SearchQuery=&cid=19517&pgesize=36&pge=4&totalstyles=215&gridsize=3&gridrow=6&gridcolumn=2) |
| TIMEFRAMES | 1. Logo, typography and colours – with variations for review.    1. Version 1 – 3 days from project launch    2. Version 2 – 6 days form project launch    3. Final – 8 days form project launch 2. Concepts for packaging design.    1. Version 1 – Follows logo, typography and colour sign off |

Free Samples