

# LOGO & BUSINESS CARD

## Creative & Strategic Brief

**Project Name:** Logo for start-up on entrepreneurship and happiness

**Task Description:** Design a Logo and a Business Card

### Goals

This Logo & Business Card design is for my new start-up. My goals are to: 1) increase awareness of the new company; 2) reach the right target market; and 3) attract the right customers.

**Logo Text / Company name:** hello happiness

**Slogan / motto:** *Inviting Happiness through Design and Entrepreneurial Spirit*

**Web Domains already bought**

hellohappiness.co.uk

### Profound Purpose

To provide a fulfilling and deeply transformative experience to participants, by supporting them in designing their paths to freedom and happiness, and in walking the first steps.

### Cultural Values

Happiness; freedom; peace; beauty; clarity; authenticity; truth; simple living; lightness; ease; healing.

### Key Words

Entrepreneurship; mindfulness; creativity; life design; life modelling; deep meaning; profound purpose.

### Brand Essence

‘deep transformation’

‘entrepreneur-ing happiness’

### Mission

The company's mission is to help people to be freer and happier through entrepreneurship, through starting up their own company, being self-employed, or even maintaining a part- or full-time position in an existing company (though with healthy alignment of values). The goal is to help people to have more freedom and autonomy, to be more in control of what their own heart and mind says.

### Product / Service

The company offers its customers a 3-month introspective and transformative journey. This journey comprises 12 weekly sessions of 3 hours each to: 1) discover their talents, passions, and deep aspirations, 2) design their new life (which includes their startup/work and ‘non-work’ life), 3) design the business model for their startup/work, and 4) depict an action plan for the following year.

‘Work’ and ‘non-work’ lives are not seen as separate; this is a discriminatory view which creates disintegration rather than integration. There is only one life. Therefore, all activities within this ‘life’ are considered, designed, and integrated in way that provides joy and balance.

This journey is within a small group of 8 people maximum. It is an individual but also collective journey, with a weekly group sharing to draw on collective knowledge and to feel collective support throughout the entire journey.

The objective is not to maximize profit; instead, the objective is to maximize happiness. The aim is to generate enough income to live a happy and simple life. The tonic is on simplicity, beauty, peace, and health; not on luxury and abundance of materiality.

### **Target market**

Any employed, self-employed, or unemployed individuals (in any age) not satisfied with their current work life (therefore personal life also), and searching for more meaning and joy in what they do for a living. Individuals who want to listen to their deep inner selves to understand how to add value in ways that provide joy to them and to others. All individuals that would like to become entrepreneurs or self-employed, striving for happiness rather than extreme abundance of profit.

### **Customer Needs**

Making a living with meaning and purpose, while enjoying freedom and peace; finding the path to a happier and more fulfilling life; becoming an entrepreneur or self-employed; becoming a part- or full-time employee, but in harmony with organizational culture and values.

### **Main competitors**

Designing your Life initiative/courses from Life Design Lab at Stanford University, and Action for Happiness initiative supported by Dalai Lama:

<http://designingyour.life>

<http://www.actionforhappiness.org>

### **Unique competence**

This approach employs a unique combination of mindfulness, creativity, and entrepreneurship:

- 1) Mindfulness, to calm your senses and to look deeply into yourself and your life. You can only see your reflection in the 'water', when the 'waves' are calm;
- 2) Creativity to (re)design your life and the path to get there;
- 3) Entrepreneurship to walk the path, by acting on these insights and making them financially possible.

### **Vision**

A calmer, more peaceful, more collaborative (rather than competitive), and happier world. By listening and being true to yourself, you can better understand your available choices, and how you want to live. If you touch peace inside, you will have peace outside, and your peace will touch others. If every individual has peace, collective peace is possible. It departs from the inside to the outside. *In before Out.*