

## CREATIVE BRIEF

# Gallery at Indian Springs (logo)

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October 25, 2017 / Tim Rockwood, JACK the DOG Promotions

## PROJECT SUMMARY

Create a logo for a new home community being built in Indio, California (just minutes from world famous Palm Springs) called “Gallery at Indian Springs” that will consist of upscale new homes in a gated, golf course, country club environment.

## OBJECTIVE

To create a logo that will complement the marketing campaign to sell new homes to upscale buyers.

## TARGET AUDIENCE

Affluent adults from 45-70 years old that are semi-retired or fully retired and are looking to buy a “winter home” in the California desert environment to enjoy the warm climate, play golf, tennis, swim, spa, yoga, bicycling, etc.

## PROJECT TONE

Tone should convey “upscale desert resort style” living with rich tones. The area is known for its Palm Trees, Majestic mountain ranges and magical warm winter nights. Homes will start in the \$500,000’s, so logo should have an upscale tone. (see key “tone” words below in red)

Formal	Conversational	Emotional	<b>Warm</b>
<b>Casual</b>	Informed	Rational	Authoritative
<b>Fun</b>	Scientific	<b>Calm</b>	<b>Friendly</b>
Professional	<b>Inspiring</b>	Aggressive	<b>Sophisticated</b>