**Good Egg Consulting: Helping hatch your strategies into actionable deliverables and marketing campaigns**

**Why “Good Egg” as a name?** I recently moved to a town called Egg in German-speaking Switzerland. We have a lake on the edge of town and the swimming place is called “Bad Egg”; this made me giggle. So, when looking for a name for my own business based here, where there is already a Bad Egg, I thought I am the Good Egg in town! When I double-checked the official definitions of “good egg” in various dictionaries, it confirmed what I wanted to communicate: someone trustworthy, reliable, kind, looks out for others, does the right thing.

**Target** **Audience**: Corporate World (Fortune 500 type businesses), former colleagues, business school classmates, people who want the quality of a McKinsey/BCG big consultancy, but the efficiency and discretion of a small consultancy.

**Logo**: Initial thoughts. 2 O’s in Good are some kind of eggs..

Having browsed the designcrowd site, another thought is to do the first O as me, a business person, and the second O more like the Strateggy egg with the growth line / crack. It could also be that the logo is all one typeface and the business Egg is a character standing next to it.

**Concerns:** It needs to be professional and serious enough; not too cutesy. I am a 46-year-old with 25 years’ experience; a professional consultant for mostly large scale Fortune 500 type companies; I am not a creative design agency or something \*fun\* unfortunately!

**INSPIRATIONS**

1. I like the idea of the Egg dressed up as something – ie in my case not a sumo wrestler / monocle guy / bird, but a business person. Not sure if this is possible to do without being too cutesy. Simplicity of Sumoegg is great. What is business egg? An Egg with a briefcase or a laptop?

  

2. the egg can communicate something business-y related to what I do; I like this – good for what I do in terms of business / marketing strategy, and my strapline of “hatch your strategy into deliverable actions and marketing plans”



What do I want the logo to convey emotionally?

Trustworthy/reliable

Professional/experienced

Good person

Maybe also happy? Without looking unserious or crazy, if that is possible.