

PROJECT OWNER	Meritxell Alameda
BUSINESS UNIT	Mi Viaje Mágico
PROJECT NAME	Mi Viaje Mágico Logo Design
DATE SUBMITTED	02/12/2018
PREPARED BY	Meritxell Alameda
ASSIGNMENT OVERVIEW	Develop new logo for company named Mi Viaje Mágico
LAUNCH DATE	Feb. 12, 2018
BILLING REQUIREMENTS	N/A

CHALLENGE

PROJECT ASSIGNMENT:

Why are we developing this campaign/request?

(Include background, competitive landscape, business opportunity, key differentiators and go-to market strategy.)

I am launching a new travel agency focused on Disney destinations. The agency will provide information about the destinations; main destinations will be Disney World Orlando, Disneyland París and Disney Cruise Line. Offering also services like hotels, ticket, transportations, etc. There are many travel agencies about Disney destinations, but few focus exclusively on Disney destinations. The company will be targeting families and Disney fans.

Some background on how I came up with the name may also help. The name, Mi Viaje Mágico, is meant to clearly indicate that the company focuses on the Disney travel sector, the translate is My Magical Travel, and specifically the word "magical" refers to Disney magic.

BUSINESS OBJECTIVE(S):

What do we want to accomplish?

(i.e. Drive incremental sales and revenue, Increase bookings, etc.)

Create a logo that conveys the idea that this is a company about travel reservations. It should feel credible, memorable, and representative.

WHO

TARGET AUDIENCE:

Paint a picture of who we are talking to. What do they care about?

(Include demographics, personalities and values, motivations, turn-offs, etc.)

The target audience for these services are families or adults interested in Disney destinations. They care about the destinations, sometimes they booked the travel in other agency but they were badly informed and are looking for help, our services also help with the dining reservation, tickets or excursions.

WHAT

KEY MESSAGE/TAKEAWAY:

What do we want them to believe/know?

We want them to believe that Mi Viaje Mágico is the travel agency that they need to help them with their holidays, and also the best knowers of the destinations.

REASONS TO BELIEVE:

Provide up to 3 support points for the key message/takeaway.

- Founder has very relevant experience in the travel industry.
- We create the travel as the client wishes; the priority is the client satisfaction.
- Founder has passion for Disney (travelling there almost once each year)

HOW

DELIVERABLES:

What do you need produced?

(List of assets and creative specifications)

- Logo and stacked versions for social media.
- EPS files, JPEG file
- Color and gray scale versions

CREATIVE CONSIDERATIONS AND MANDATORIES:

What is required or should be considered as creative is being developed?

(i.e. Preferred/specific image, brand standards, etc.)

- Needs to include the full name “Mi Viaje Mágico”
- Color preference: vibrant colors like example no fluor, can be other colours.



- Logo should look memorable and cheer .
- Feel like it is a geared to a family consumer, we are looking for magical elements, like pixie, or pixie dust, balloons, castles, planes, stars,... not elements that only represent a kid or a family silhouette have also to represent a trip or holidays.
- We want to register the logo and don't have troubles with it , so take care if you decide to use Disney characters or any other thing, we tried to register a design with mickey ears and can't do it so we need original ideas that represent the same.

Examples of what we are looking for, we want any of those examples:

1- Company name appears but there is a characteristic element that is the important part:



2- Letters are main part of the logo:

