

Kristy Meets
Logo Design Brief
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CONFIDENTIAL
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ABOUT KRISTY MEETS:

I have just started an Instagram account in the last 6 weeks called kristymeets (I am Kristy) where:

- I put the spotlight onto a unique, remote destination where traditional artisans live (currently the Mayan villages outside San Cristobal in Mexico)
- meet with the traditional textile artisans, makers, movers and shakers around town,
- tell their stories and
- sell my artisan finds – the handmade clothing and textiles direct from the maker –all with unique stories via an online shop (to be created)

Kristy meets is about my fun, off-the-wall travel experiences into destinations where ancient people and artisan practices are alive and well. It is a celebration of human creativity and fashion – conscious clothing and slow threads and the experiences that make a place unique.

My goal is to celebrate and honour the artistic spirit from different corners of the world, with an emphasis on handmade, consciously made, traditional, slow textiles and fashion.

I now require a logo – which will be featured on my website (to be built).

In a travel nutshell, Kristy meets is:

- **A Travel Blog With An Artistic Twist**
 - **Travel yarns:** Kristy shares the stories of the people she meets from unique destinations and remote villages around the world: the makers, the movers and shakers and the locals – with an emphasis getting up close and personal with the local and traditional artisans who create textiles by hand.
 - **Travel tips & insiders guide into the cultural heartland** of the places Kristy visits, told through a fun, off-beat artistic lens:
 - Where to go, what to eat, what to see, strange things around town, unusual customs, what to see, packing guides.
- **Adventures in Textiles – Wearable Stories**
 - Kristy meets the makers of traditional textiles and shares their stories: who they are, where they live, what they make, how they make it, how long it takes.
 - Culture by means of clothing
 - Kristy meets aims to give new cultural insights into a travel destination via the artists that live there, their ancient practices, how they live.
 - Kristy meets is a celebration of creativity from all around the world.
- **Sustainable Fashion Forward Blog (will be part of the website)**
 - Kristy writes about fashion forward, conscious clothing: what to wear, how to wear it, who made it, how to buy it.
 - Emphasis on sustainable practices
 - How to style traditional handmade items into a modern wardrobe
 - Supporting female cooperatives and making conscious fashion choices

- **Online Shop – Wearable Stories**
 - An online, carefully curated clothing store consisting of handmade, hard to find, slow textiles and clothing that Kristy has purchased directly from the artistas and makers she meets on her travel journeys;
 - Each of these items may take between 2 weeks to 6 months to make
 - Each textile is either hand-loomed or hand embroidered and is made via ancient practices
 - Each piece of clothing or textile comes with it's own unique story: who

LOGO REQUIREMENTS

- High res and low res formats
 - to be used for Instagram, Web, Web header, Email footer, and promotional print materials
- I can size the logo up or down easily.
- Must be clear and legible and immediately convey the essence of Kristy Meets.
- Colour and B/W version required
- Would like the logo design to have the ability to be animated

LOGO LOOK AND FEEL:

- Is super modern, timeless and transcends time
 - Avoid Oxfam/UN feel, Benetton feeling
- Has universal appeal
- Appeals to my target market
- Celebrates the creative spirit
- Is a little quirky/fun
 - Possibly animated or has that ability
- Bold and makes a statement
- Looks good in colour AND black and white
- Conveys the brand philosophy of Kristy meets

FONT

- Reads well on mobile devices and from a distance
 - As well as on computers and print.
- I prefer clean, modern, timeless font.
- I want my font to look somewhat original
- I am ok with a mix of fonts – a serif, sans serif and modern font.
 - There is a trend to have bold fonts at the moment – OK with that.
- I want my logo to look relevant now and look classic for the future.

COLOURWAYS

- I embrace colour ~ I also love solid neutrals and greys.
 - I am a fan of blue: navy blue, Mayan blue, turquoise, deep velvet-y green blue or pale blue grey lavender...
 - But I don't want my colour to feel like OXFAM, or create to a fairtrade or hippy vibe. Definitely do not want to feel like the Tree of Life. Or smell like a incense shop. This is not who I am. Must be thoroughly modern.
 - I also do not like bold primary colours together.
 - I do not like any shade of brown. Gets me down ☹
 - I love greens, and greys and all types of white (though white is no good in a logo).
 - Open to other colour combinations as well
- I want my colour palette to take me anywhere in the world but not be limited to a singular location
 - My focus currently is on Mexico, but I plan to travel to other destinations such as central Australia, Peru, Thailand etc

ABOUT THE BRAND: KRISTY MEETS

- **Inspirational & Aspirational:**
 - Invokes my creative spirit, gives me unique insights into traditional cultures around the world, raises my awareness of the creation of handmade textiles and traditional cultures – the world less travelled, makes me want to travel, makes me want to be conscious about my clothing choices, a brand I want to connect with.
- **Celebrates creative spirits from around the globe:** with an emphasis on traditional and ancestral
- **Stories to Wear**
- **Artistic Travel**
- **Handmade Conscious & Slow Fashion with an emphasis on sustainable:** feel good fashion
- **Promotes conscious living and creation**
- **Fun, irreverent and feel good**
- **Connects me to the maker of my clothing:**
- **Authentic and Trustworthy:**
- **Ethical and fair trade values**
 - All purchases go direct to the makers
- **Female empowerment** – supporting artisans around the globe and female cooperatives
- **Wanderlust and freedom**
- **Inspirational Education**
- **Kristy meets is a brand I want to connect and create with**

MY TARGET MARKETS:

4 unique audiences:

1. **Conscious clothing + fashion forward female:** The new tour de force – this customer cares about who made who clothes, how they were made, where they came from. Slow, ethical, fair trade, and handmade. This customer has an individual sense of style, knows how to express it and wants to feel good about their purchases.
2. **Global Artistic & Creative Souls:** Photographers, visual artists, designers of all forms, crafters, weavers, musicians, sewers, bloggers, chefs, dancers, writers, poets, fitness fanatics and those who love to express them and revel in the delight and celebration of the creative and artistic form.
3. **Wanderlust & Travel Obsessed:** Nomadic spirits who love to travel, learn about new cultures, are intrigued by daily life in different parts of the world and want to gain insights into unique destinations. This group may be other bloggers, fellow travelers or people who roam the planet.
4. **Caretakers of the Earth:** Conscious individuals or communities who believe in unity, equality, kindness and love and have strong ethical values : for the betterment of humankind and the planet. Includes vegans, environmentalists, female cooperatives, non-profit organisations, life coaches, animal lovers, business mentors, cosmic creators,