



Logo Design brief



The ask

- Design a company logo for a new alcohol import company called **Sip Spirits**

Who is sip?

Sourcing alcohol beverages for bars & hospitality people.

Sip explores the world, to hunt down the best independent producers and bring their products to Australia. Going directly to the source to support small/boutique producers. Focus is not just on spirits, but wine, liquors, potentially beers and cocktails ready to drink.

Personality

Craft, artisan, experimental, willing to take a risks, desire to run ideas into reality

Goal (brand purpose): to help others express their own vision.

Strategy: discuss, brainstorm and use creativity to design new beverage list.

Motto: you can do this, we can help.

Audience

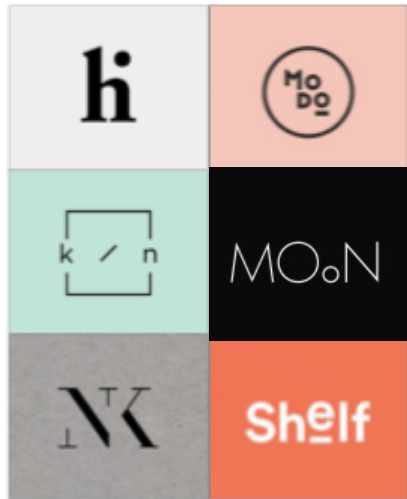
From small cafe, hipster bar to RSL clubs, our audience have one common point (apart the moustache), quality and unique flavors.

Logo has to be simple, neat and easy to remember.

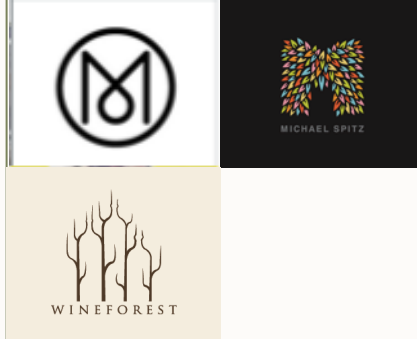


Brand Theme (a few examples)

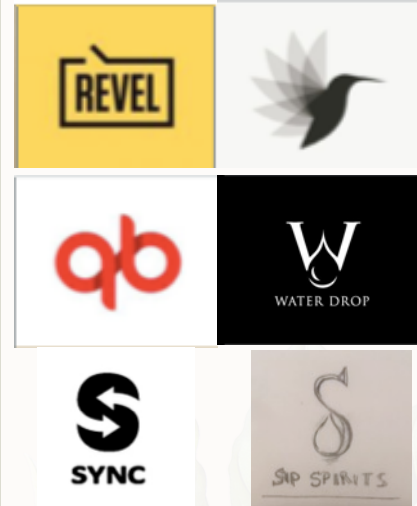
SIMPLE



MODERN



ON THE MOVE





preferred color palette



Please be mindful when designing the logo, that all future materials will be using this color palette. The logo will need to stand out and match this color palette.

To avoid



- Avoid this type of font from competitor



- Avoid this type of font from Absolut Vodka



- Not luxury

A decorative border featuring various flowers and greenery, including pink and red blossoms and green leaves, framing the central text area.

Thanks!

Any questions?

Please contact me at sipspirits@gmail.com