**Logo Design Brief**

**Date:** **8 September 2019**

**Company Name:**  **Love Is Love**

**Positioning: Young, fun & personable celebrant choice**

**Background: I am an Authorised Celebrant. I want to be known for my upbeat, fun & carefree wedding ceremonies. I am professional and I am well presented and I would like my logo to convey that image.**

**Company Values:**

I aim to treat others the way I would like to be treated. Love is non gender discriminative. You should be able to choose who you love and want to share the rest of your life with.

**Target market:**

Couples who want to have a fun, relaxed style wedding ceremony.

**Brand**

I would like to encapsulate the values in our brand as well as evoking feelings of:

* Fun
* Memorable
* Classy
* Contemporary
* Straight forward

I want to provide a ceremony that caters to each couple’s unique personality and ceremony ‘vision’.

**Colour Palette:**

Pink Salmon, royal green, gold or rose gold

**Design:**

I would like to see options of logos with a Loveheart somewhere.

Another option with two love hearts interlocked together side by side.

**Requirements:**

* I would like to develop a logo that I can use on my business cards, website, social media, letterhead.
* I would like to get a shirt designed – Love is Love



* I will also require something that can be scaled up and wrapped on my company car (2 years time)