**Worth Repeating  
Logo Design Brief**

Worth Repeating is a charity resale shop located in historic downtown Manchester, Michigan, a small, friendly community located on the River Raisin. Main Street boasts the architectural charm of older brick buildings, a once working mill and blacksmith shop, several antique and gift shops and a field stone church. These local treasures are co-mingled with modern amenities, practical necessities, relaxing parks and walking trails, a year round farmer’s market and several growing restaurants with cuisine to accommodate Manchester natives, their grandparents, and friends from near or far.

Worth Repeating resells fine clothes, quality furniture and used books in a space aptly described with worn hardwood floors, exposed brick walls, large storefront windows and overflowing with character. Volunteers also sort donated jewelry, household items, craft supplies and children’s toys to curate an elegant retail space including a DIY corner for the handy man or woman, and good values for everyone.

Worth Repeating is seeking a logo suitable for inclusion on signage, staff aprons, letterhead, social media and printed marketing materials. We need a high resolution jpg with a full color logo and transparent background. The winning logo will also be easily converted into a graphic that looks good as white only. We don’t have a slogan or tagline, but feel free to recommend one if you feel inspired to include it in the logo, or in a variation of it. We are open to your color selections, but feel free to use Classic Blue and/or Greenery if you need a starting point; these are the Pantone colors for 2020 and 2017. We do not need to emulate any local school colors or mascots.

The winning design might find inspiration in a recycling or upcycling graphic, or in the stylized images (or infographics) of hangars, furniture and books. The Worth Repeating name should command attention, perhaps with color or style or both. Serif, script or handwritten fonts might be better able to communicate the feeling of traditional elegance, but we have a practical, 21st century side too. We are also open to a tagline or location subtext in a sans-serif font (like Century Gothic, Segoe, or Calibri) which will be easy to replicate or complement in other marketing materials and correspondence.