**Logo brief**

I have named my company **‘GIRAF’** (Dutch word for giraffe)

It is my favorite animal.

But the giraffe also stands for non-verbal communication, as it has the greatest heart in animal kingdom.

With the long neck it dares to stick its neck out (also for fights) and has a sharp and wide view.

Spiritually it stand for intuition, overview and looking ahead.

All these items fit me as a person, what I stand for and what I would like to like to project and bring to others.

The subtitle I have now is ‘management & consultancy’ but my path is changing more into coaching and consultancy so I think I don’t want to mention the subtitle in my logo.

Since my website and email are: @girafmc.com I might need to think of a new completion of ‘mc’.

Maybe ‘Mindset Consultancy’ or ‘Mindful Consultancy’, not sure yet, suggestions are welcome ;-)

**Work and experience**

I worked for one of the largest television production companies (Endemol), where I have made a classic career from production-assistant to department manager; responsible for the worldwide implementation and roll-out of Endemol formats.

I have travelled the world as consultant for the implementation and roll-out of international television formats like Big Brother and Deal or no Deal.

After 16 year I decided to change my path and left the media business behind me.

After that I have worked for a Marketing & Communications company.

I was Communication Advisor and Resident Consultant for a huge renovation project for social rental apartments.

During these jobs I was also member of a small group of people creating new television formats.

I currently work for a corporate-startup studio as entrepreneur. The startup studio is specialized in innovation projects for large corporates only. As innovation coach I am part of the innovation studio for the Dutch governmental institution for work-and income insurance.

I was fascinated by the startup industry since I left the media. This in combination with coaching is what I truly love to do. I am working on my development of being a coach in startup and as personal coach. So this is my path for GIRAF company.

I currently volunteer as talent coach for someone vulnerable, who is supported through social welfare payment, to help her develop her passion and find a job that fits the steps and skills to her passion so she will be better able to participate in society and earn her own money.

I like the combination of the business side of the large corporate companies (result driven) and the human side next to that.

My target group would be corporates that would like to hire me but in the future also people that will hire me as personal coach.

**The Logo**

Honestly I do have an idea about what the logo should look like…

My thought is the word **GIRAF** and to replace the ‘**F’** with a giraffe (drawing).

As the giraffe, with the long neck, could easily fill in for a ‘F’.

See my example of the idea below:

**G I R A **

But then better of course! :-)

It doesn’t need to be a standard giraffe, it should be something creative.

But now you have a feeling of what is in my head…

My favorite font is **Century Gothic**, this also matches my handwriting.

For colors: I like the word in **black**, as it feels strong and powerful but if I would need to add a color it would be **gold**. This represents the color tone of a giraffe, I love gold and it creates a sophisticated feel in my opinion.

Optional I could place a subtitle underneath to support what GIRAF company offers.

Apart from what’s my thought about the logo I am open for other ideas of course!

I hope this gives you enough information to create a logo for my own startup.

If you have any questions, please do not hesitate to ask.