

Brief for new VELPure Logo Design

We are a new company marketing a very high quality natural supplement made from New Zealand deer antler velvet. The existing logo (designed by me) has served the purpose up till now, but I now want one that is more slick and professional. The logo must be unique, and could still incorporate a stylized deer antler (*provided it isn't in any way similar to the competitor logos shown below*), but this is not a requirement. It should communicate the qualities 'holistic health', 'nature' and 'sustainability'.

Existing Logo

For reference, here is the current logo, showing how it is used on my website, and also on the bottle. The main issue is the antler symbol is too similar to competitor's logos (Antler Farms & Pure Velvet for example as shown below), and it is not strong enough graphically.



Requirements for The Re-designed Logo

Look and Feel

- Clean, minimalist, modern, professional.

Color Preferences

- I would like magenta (ref: #EB19B3) used in the re-designed logo, however it could incorporate tonal gradation - as in the Lotus Blooming Herbs example below.

Typography

- I quite like the current form of VELPure, (ie. VELP in upper case, and Pure in italics, but I'm open to changing this, so don't be constrained by the existing typography; feel free to use a different or custom typeface if you think it works better.

Graphic Symbol

- The design could use an antler symbol/icon as in the existing logo, but this is also not a requirement! However, if an antler symbol is used it should be strong and abstract, and **not be similar** to the competitor logos shown below, and it must not look remotely like stock or clipart.
- One idea might be to form a stylised antler into a 'V' (for Velpure), or utilize a stylised 'V' that just *suggests or hints at* deer antlers. Note that this is a suggestion only ...I don't want to restrict your creativity!

Qualities to Represent

- Holistic health
- Natural Nutrition
- Nature & the environment
- Balance
- *I'd like the design to emphasise the benefits of the product, rather than what it is made of, however, as I've suggested above, the graphic symbol could use the image of deer antlers in a subtle way.*

• **Benefits of Deer Antler Velvet** (For sparking ideas & inspiration)

- Immune strengthening
- Anti-Aging
- Improved Joint health
- Improved muscle strength, athletic performance, and recovery from exercise.
- Support for cardio-vascular health
- Support for heart health

Reference Examples I Like:



Lotus Blooming Herbs: Of these examples, this is my favorite. I like this example as it communicates the qualities 'holistic', 'sustainable', and 'trust' that I am after, as well as being clean and contemporary, and strong graphically.

Examples of Competitors Logos that I DON'T Like:

The following are competitor's logos, which I **DON'T** like - and don't want to emulate! To clarify, I've given the reasons why I don't like these.



Antler Farms: I think the antler symbol is too simple and similar to several other brands (including my existing logo), and it looks almost like a clip art icon has been used.

Pure Velvet: Ditto

Wapiti Labs: Too much emphasis on the whole deer - it almost looks hunting related.

May the force be with you!

Forrest Smyth