

Forrest & Foxes Branding Brief

Business description:

Forrest & Foxes is an interior design and space planning consultancy.

Words required:

Forrest & Foxes

Optional words/descriptor:

Interiors

Things we like:

- Typography that feels vintage, retro
- Typography that feels more feminine or neutral vs overtly masculine
- Typography with a bit of whimsy would be nice but isn't mandatory
- Typography that is easy to read
- Logos that work at small sizes
- Logos that aren't too fussy
- Logos that do not depend on colour
- Clean lines, no gradients

Miscellaneous notes:

- Ideally, the logo would be a strong, stand alone wordmark. We like the idea of some kind of icon or imagery, but only if it's very simple and not super literal to the business (i.e. no houses).
- All lowercase letters for "Forrest & Foxes" is ok.
- Prefer & instead of "and".
- Forest and/or fox imagery is ok to play with, but not mandatory.
- Prefer mint green

Inspiration:

- Mid-century modern design
- Palm Springs
- 50s, 60s design and colour palettes (pastels)

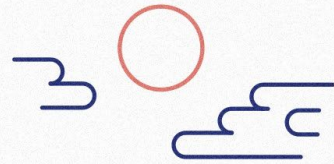
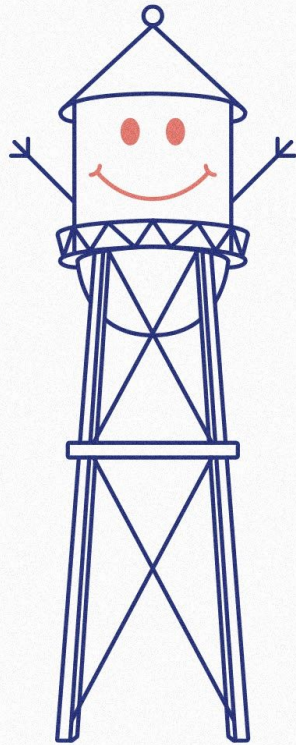
Examples/References:

Beau's

Heydays

wild flour
CAKES & CUPCAKES

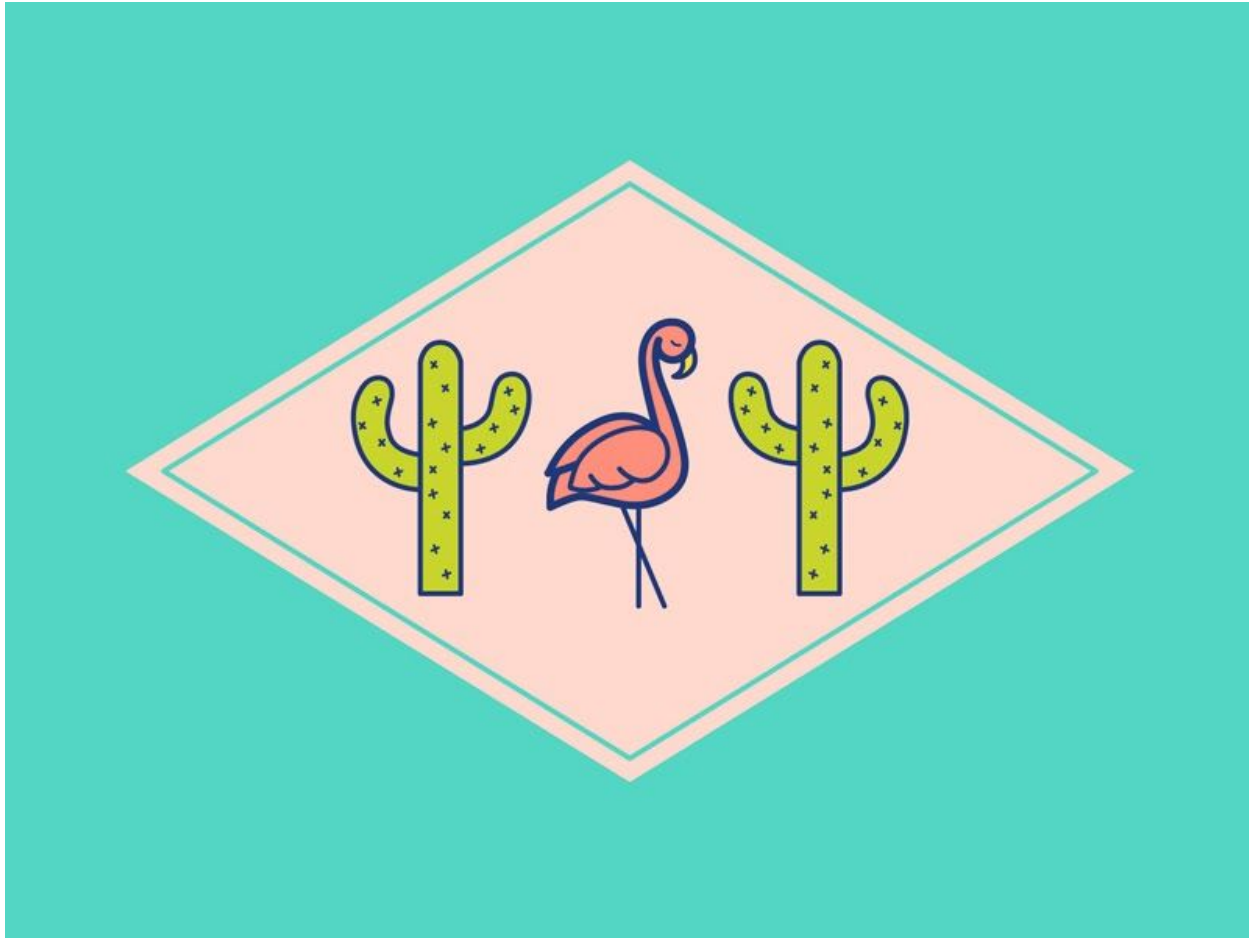
COMING
SOON



TO
Gilbert
ARIZONA







Sendler
PATISSERIE

Sendler
PATISSERIE

wildflower
B A K E R Y





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