

Brief for Corporate Identity of DaguetSorato

DaguetSorato is a luxury accessory company and brand. Its roots come from the French-Italian culture.

The DaguetSorato brand identity.

DaguetSorato is:

- Classy and precious
- Simple, clean and classic
- Stylish and timeless
- Proud and strong

YOUR MISSION

Your mission is to create and bring this brand visually alive.

Create the DaguetSorato Corporate Identity which consists of the following:

- 1) The Logo
- 2) Look & feel with colour palette
- 3) Typography
- 4) Stationery

THE CORPORATE INDENTITY

1. The DaguetSorato Logo

The Logo will consist of two main parts: The brand/company name and the symbol.

- The Brand Name is: DaguetSorato
- The Symbol must be easy to recognize and clear.
Suggest 3 symbols and use the crown (from Monteverdi) bellow as starting point for one of them.



The name and the symbol must be usable together and separately, in colour and black&white.

2. Look & feel with colour palette

Develop clear branding elements that fit the DaguetSorato logo and choose strong main colours with compatible secondary colours.

Suggest 3 different complete colour schemes (Pantone/CMYK/RGB).

3. Typography

The typography should be an existing one (no need to create a new one), easy to recognise, clean and clear. From the look and feel perspective it should look like those: Calibri, Arial, Myriad, Helvetica Neue, Lucida Grande, Avenir.

Suggest 3 typographies.

4. Stationary

Once The Logo, Look & feel with colour palette and Typography has been set, develop a stationary with the following items:

- Business Card
- Letter A4
- A5 Card

Suggest 3 of each.

I am looking forward receiving your creative work soon.

Best Regards,

Patrick