

Anti-Aging Chef Logo Brief

About

- The Anti-Aging Chef is a nutritional consulting business focused on anti-aging programs, food, recipes, how to videos and nutritional information for baby boomers.
- It's a new business and will be virtually 100% online.
- The logo development will guide the brand and website development.
- Please note the “dash” between Anti and Aging is required as the sites that are registered include the dash☺

Website :

- The main urls are Anti-AgingChef.com and/or TheAnti-AgingChef.com. I'm happy using either – your call in terms of what works best for the design.
- If you would like to include "The" and my name "Cindy Ball" so that the logo reads "The Anti-Aging Chef Cindy Ball" that works for me – if not, that works too and I will include my name elsewhere on the site.

Target:

Primary: Boomer women (50+) who are ready to get serious about improving their diet to look younger, feel better and live longer.

Secondary: Boomer couples who want to improve their diet together.

My ideal client(s) are:

- born in 1965 or earlier - the last boomers turn 50 this year!
- grew up in the 60's + 70's.
- affluent, educated and active.
- trying to prepare for what the future holds in terms of aging.
- Realize that it doesn't matter how much money they have if they don't have their health.
- overwhelmed by the diet choices and information available.
- looking for programs and advice targeting their specific needs and age group.
- ready to make changes to live longer and healthier.
- open to distance learning and technology. They can be located anywhere

- AND still feel YOUNG!

Tagline – I want to test two different taglines with customers. Both are about the same length:

- Food is the best medicine.
- Time to eat your medicine.

How does the brand make the ideal customer feel?

1. There is a youthful, fun element to the site = **Fun and playful – eating well is not a chore**
2. This site/business is tailored to me and my boomer needs = **Tailored**
3. I trust The Anti-Aging Chef = **Trusted**
4. This site simplifies things for me = **Straightforward**

Look and Feel of Logo & Site:

- Unisex with a nod to the feminine.
- I like the idea of a round logo given it feels like a plate and also my last name is Ball. I envision having the circles/plate being a recurring theme on the website.
- I would like to include the “pharmacy cross” if it works - <http://www.dreamstime.com/stock-images-pharmacy-symbols-green-color-white-image33322864> ” I feel this will immediately communicate the “food as medicine” idea.
- I like how David’s Tea has made the cross unique by rounding the edges and also how they are using it across various products with different colors and icons - <http://www.davidstea.com/cold-fighting-teas>
- I like modern and clean. I like a site with a lot of black and white with multi-color accents on the site.
- Clean - definitely not cutesy. Please, no 3D cartoon chef characters!
- I like the idea of flat icon style logos that can be altered by course, category etc.

Sites I Like:

<http://deanstreetociety.com/about/> - I like the hand drawn logo, the clean layout and the use of black and white with color as an accent.

<http://honestlyhealthyfood.com/> - round logo, black and white with color accent.

<http://theeverygirl.com>- like the round logo, great white space, clean

<http://www.leodislager.com> - like the logo in centre of nav bar, clean design, static nav, Instagram appearing at bottom - cool

How The Anti-Aging Chef is Different?

1. Specifically targeted at nutrition and food to slow aging.
2. Offers primarily online programs vs. face-to-face nutritional consulting.
3. Will make extensive use bright colorful, playful video and photography.

Needs:

1. Logo that works online, video and for print. PSD file too please.
2. If possible, I would like at least one of the fonts used to be either a web font or Google font so that I can incorporate the font into my web design.
3. Plan is to use Divi by Elegant Themes for website.

Other Considerations:

- I like black and white with color used as an accent for different categories.
- For categories on the site, I am leaning towards the following colors (not necessarily these exact colors – feel free to alter):

About	teal/turquoise	71D7DC
Cook	green	B0EA60
Learn	yellow	FED636
Shop	orange	FF7F00
Gifts	red	E6131C
Connect	pink	E52B7C

- As one idea, I like the concept of using a plate for the logo with or without utensils outside the plate (see sketch).
- I can envision a plate with text around the outside – kind of like the Starbucks logo, somewhat stamp-like.
- I have attached a sketch of the logo idea and the rough website layout.