



REBRAND

Coach Remy Design Brief

— *Keywords, Colors, & Details*

The client want a brand that is fun and a little abstract. She no longer likes the rigid corporate style of her old logo and wishes to change into something a little more free and creative. Her business is about helping people who are transitioning into new careers. Usually from corporate

world to something more fun and fulfilling. She likes the idea of making the brand a playful, glam style. Gold is her favorite to present a rich and exclusive feel as well as teal and coral to keep it fun. Tiffany blue is also a color that the client wishes o incorporate in the design. Because the client's business is focused on women transitioning their careers and going through a type of "metamorphosis" the client really wants the logo to be type of golden butterfly to signify this aspect of her business. The client wishes to have a new logo set that includes a main logo, and icon, and a social media friendly logo. She also wants a brand mood board that captures the feel and look of the brand as well as custom social media templates that she can edit as needed. These templates are going to be for Facebook, Instagram, Instagram stories, and LinkedIn. We will also be throwing in an email signature template for her professional correspondence. She has given us full creative freedom for the initial designs as well as choosing colors and images that will be used in the mood board. Additional branding assets will also be required for the social media templates. Design budget is \$500 with a relaxed schedule. Estimated time: 3 to 6 weeks depending on communication.