

# **SHE GRAPHICS CREATIVE BRIEF**

## **CONTACT INFORMATION**

**■** Name: Sybil H Ellsworth (SHE), Owner  
Phone: (757) 825-2700  
Email: sellsworth0004@email.vccs.edu  
Address: 99 Thomas Nelson Drive  
Hampton, VA 23666

## **BACKGROUND**

**■** SHE Graphics, based on the owner's initials, is a freelance graphic design company specializing in clean, contemporary, modern and abstract design.

## **OVERVIEW**

**■** To design a new logo for SHE Graphics to improve their personal identity system. SHE Graphics' newly designed logo should speak to prospective clients seeking clean, contemporary, modern and abstract graphic design services.

## **DRIVERS**

**■** The goal is to attract new high-end clients seeking clean, contemporary, and abstract graphic design services. The new logo will be used on signage, and for print and web advertising.

## AUDIENCE

The target audience is upscale businesses in major cities that cater to 30 to 50 year olds. Specifically, established businesses that are looking to update their branding identity systems.

## COMPETITORS

Competitive logos and symbols are pictured below:



## **T O N E | M E S S A G E**

Attributes that describe SHE Graphics are:

- Clean
- Contemporary
- Abstract
- Modern
- Outside of the box
- Reliable
- Meets deadlines

## **V I S U A L S**

Logo designs that are appealing in black and white; as well as in color, and easily perceived when scaled to half an inch in height.

## **D E T A I L S**

Three logos will be presented for selection 30 days following contract signing date.

## **P E O P L E**

All communication should be with the owner, Sybil H Ellsworth, per contact information on page 1.