

Design Brief – Cuil Creations

Cuil Creations is a small run business making bespoke handbags from authentic Harris tweed fabrics. The bags are unique, creative and playful. We need you to design a logo for this up and coming business and here is all the information you need along with things to consider to get you started.

The Brief:

Create a logo and brand identity for Cuil Creations. Your design must fit the aesthetic of the business and reflect all that Cuil Creations is. The logo must be suitable for all different purposes, such as, print, web, embroidery, screen printing, and most importantly it must be scalable. The style and feel of the designs is entirely up to you, but in order to fit into the Cuil Creations lifestyle here are some things you may want to consider within your designs:

1) **Who is your target audience?**

Cuil Creations have a wide target audience; this is due to all of their designs being bespoke. They can cater to any personal style or taste which in their mind is the beauty of working with tweeds. A small one off bag for a winter wedding, or a cute iPad cover, they cover all angles. Think about the type of person using and wearing these items and how they would react to your logo.

2) **What is your selling point?**

Cuil Creations have something very special; no two bags will ever be the same. This unique aspect may want to be considered in your logo design to set them apart from their competitors. Being based in the Highlands, Cuil Creations have lots of competition due to Harris tweeds being a major export from the area. What can you create that will set them apart?

3) **How will people interact with your logo?**

Your logo will be used for multiple purposes. Think about how it will look on a label for instance, how will the design of this fit onto a website? Onto a flyer or business card? Making the design scalable and multi-functional is key to the success.

4) **Think about the future**

Currently Cuil Creations is a small run business with the intention of expanding in the future. Will your logo design still be suitable in 5 years' time? Can it expand and develop into future styles and trends within the business? Your design will need to be able to stand the test of time

5) **Have fun!**

Most importantly we want to see your ideas and fresh thinking so don't hold back!

Good luck!