

YOUR BRIEF

Kelly's Kitchen | Kelly Octave

Design service:

Logo Design Silver

Q1: Tell me all about you and your brand/project:

I am a chef who decided to be an entrepreneur in the food industry as a caterer. Between wedding reception to finger food for a birthday party I am looking to answer at any need as a caterer. My project is to build my brand by starting with my logo which will reflect what I want to provide : professionalism, perfection, adaptation, availability, attention to detail, fun, chic and good food.

Q2: What 5 words describes your brand accurately?

1. Delightful
2. Sustainable
3. Fun
4. Elegant
5. Modern

Q3: Who is your target audience?

Middle class and Upper class : Wedding reception, any social event reception, personal chef. Workers : lunch packs.

Q4: Give me FULL details about what for you want out of this project:

Please provide details of your project direction, ideas and/or goals. The more specific the better so that I can be on the same page as you! Include images where possible.

My idea of the brand is to be direct and know straight away what it is about. I have tried to illustrate the style of the logo that I would like to reflect my brand with a mixture of royalty, baroque style and chef. My colour palette would be in the shade of purple which will cut a bit the royal and baroque style by not using the usual gold colour as I want my brand to reflect me as a person and be more colourful. In the logo there are different important aspect that need to be in it such as the chef hat with two utensils, the KK wich are my brand name of Kelly's Kitchen so it need to pop out and be elegant and the "waves" represent the baroque style.

Uploaded photos from client link

<https://ucarecdn.com/5498514d-070b-4efb-8cb2-b6ceca64ab7d~4/>