

## **Briefing logo design**

### **Product**

- Flower bulbs, premium quality. (Mainly a spectacular variation of several types of alliums, lapwing flowers, daffodils, irises, anemones and grape hyacinths)
- To be sold in a webshop and on garden fairs

### **Proposition / Storyline**

- Blomstring means 'to bloom/flowering' (in Nordic languages)
- Our mission is flowering the world with our premium quality flower bulbs
- Customers buy flower bulbs but are interested in beautiful flowers, in gardening. Our target groups are mainly 40+ nature lovers, or professional gardeners. This could change if/when nature is revalued by the younger generation :-)
- Blomstring will be a webshop, the logo might also appear on gift bags, branded tape, packaging/displays
- Therefore we are looking for a bold, lively logo that will guarantee happy customers

### **Logo thoughts**

- Blomstring or BLOMSTRING or Blomstring flower bulbs or Blomstring premium quality flower bulbs
- Flower(s) and/or bulb(s) in the logo?
- Logo can be multicolor, also to be printed in black and to be printed transparent on color block – should go with jute/beige background (packaging)