

# RJ00603: Floreat Logo and Branding

## Research and Finding out

### Client Research

#### 1. Background profile (Who is she? What is her story?)

Lois Cliff, the founder of BeeLoudWords, with over than 25 years of teaching and examining English, inspiring students in the best version of themselves. Lois Cliff is currently on a gap year in Langstone, Wales. During this time, she is focusing on regenerating and learning while also trying to help others. She aspires to become the best biophilic designer possible for people on small budgets with limited spaces, with the goal of helping them connect with the world around them and achieve wholeness and wellness.

Prior to her gap year, Lois worked as a freelance writer for over three years in Knutsford, Cheshire. Before that, she served as the Subject Leader for English and Media at St Nicholas Catholic High School for six years in Hartford, Northwich, Cheshire. As part of her role, she led a team of professionals and constantly challenged herself to learn new skills and further her knowledge of English Language, Literature, and Media. Lois has also worked as a teacher of English at Stretford Grammar School, Altrincham Girls' Grammar School, and Lymm High School, where she was responsible for planning, preparing, teaching, and providing feedback to students aged 11 to 18.

## **2. Personal interest (What does she like?)**

Lois is the lover of nature and all things biophilic, eager in transformation of wellbeing among lives and spaces. She was a high energy person who driven by a desire to help people feel better about themselves and their surroundings, whether it's through empowering kids or enhancing our relationship with nature.

## **3. Why does she went into business**

By extending her business into consulting, she could create greater social impacts. Louis' previous experiences as head of English, team leader, and mentor were valuable in her consulting business, which provided her with experience in effective communication, empathy, and understanding of people's needs for wellbeing. Her approach to transformation and passion for spaces and biophilic design show that she has an eye for detail and the ability to see the big picture, in which she believes that the closer we are to nature, the happier, healthier, and more productive we can be.

# Questions for First Client Meeting

## 1. Invite your client to tell you about the project/ company

- Website, Floreat UK (in Latin words means 'May you thrive/flourish/prosper/do well.')
- Went into businesses on a coaching and consultancy basics

## 2. Brand Values

- To help everybody, wellness for the planet she can help individuals (Dot to Dot) Idea
- To help them transform both their work spaces and their work force into happier, healthier versions, so that they can be more productive, creative, and have fewer mental health issues (which obviously cost businesses lots of money re retention, recruitment, absenteeism and presenteeism.)

## 3. Target audience (all kinds of businesses?)

- Target audiences will be from the small audience group like local woman activity groups, individuals like female HR, Manager, to the large group institutions such as schools, while Lois is available if anyone find her in consultancy.

#### **4. Goals and messages to communicate**

- For unique message that Lois would like the audience to get or see from the logo was wellness, sustainability, and environmentally friendly.
- To provide people tools and services that could not be cope from NHS, enhancing people wellness and performances
- Focus on wellness for businesses that cater to productivity by doing workshop or zoom calls in a fun and entertaining ways.
- For the profits she earn from Floret Uk, 10% of them would be donated in helping women and girls to have a better life and relieve suffering.

#### **5. Visual identity, competitors and brand guidelines (What established design elements do you have already?)**

- The visual identity should suit with her goals on helping wellness, target audiences with mainly female individual in bussiness, as well as her personal identity as a high energy person and active person.
- Consider at style such as childlike, playful, silliness, substainability, energetic, engaging, and biophilic elements
- Previous brand identity on *BeeLoudwords*, which have used her favorite colour of green, blue and pink, also biophilic inspired element of bee
- Haven't consider on competitors yet

## **6. Final deliverable (Where would this deliverable be posted on?)**

- The usage of the logo would mainly be in digital market and mostly showcasing in LinkedIn and Instagram. Consultancy would be done through Zoom call, WhatsApp and workshop.

## **7. Output and final deliverables (logo, tagline and email footer only?)**

- No other final deliverables to be considered
- Deadlines best at the end of April.

## Analysing Target Audiences

Target audiences group will be mainly for the **small audience group for female** like local woman activity groups, and individuals like female HR Manager.

However, Floreat UK aim to open to any people came to them. As a result, there are potential to build diverse audiences group includes businesses, individuals, and organizations that are interested in improving wellness in their workplaces and supporting social and environmental causes.

<b>Female Individuals</b> (Womens and girls)	<b>HR Manager</b>	<b>Schools and Universities</b> (students or staff)	<b>Bussiness Owner</b>
<b>Social Enterprise</b>	<b>Non-profit Organisations</b>	<b>Sustainable Bussiness</b>	<b>Healthcare Organisation</b>

# User Personas

## HR Manager



**Sophia**

**Occupation:** HR Manager at a mid-sized accounting firm.

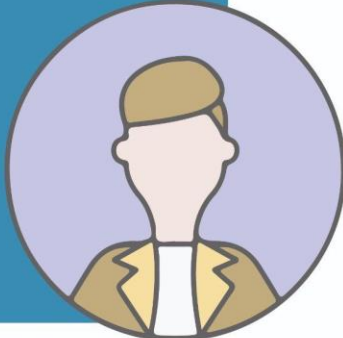
**Goals and motivations**

- Reduce employee stress levels and improve mental health
- Improve employee productivity and engagement
- Find a consultancy that can provide tailored solutions for her company's needs

**How can the visual branding of Floreat Uk attract Sophia?**

- Playful and childlike design of the logo can appeal to her desire to reduce employee stress levels and improve mental health
- Use of green as the primary color can align with her goal of promoting a healthier work environment.

## Business Owner



**David**

**Occupation:** Owner of a sustainable clothing company

**Goals and motivations**

- To create a sustainable workplace that promotes employee well-being and productivity
- To align his business practices with his personal values and make a positive impact on the environment and society

**How can the visual branding of Floreat Uk attract David?**

- Green color in the logo can align with David's values of sustainability and nature
- Clean and modern design can appeal to his personal preference for a sleek aesthetic.
- Use of biophilic elements can align with David's goal of creating a sustainable workplace that promotes employee well-being.

## Analysing Market Trends

In terms of market trend in logo and tagline design, there has been a shift towards **simple, minimalist** designs that convey a **recognisable and unique brand identity**, combining with taglines that convey the essence of the brand's message and values in a concise and memorable way. Examples of company logo like Apple, McDonald's, Starbucks, Addidas and Audi.

## Analysing Competitors

As a holistic wellbeing brand in the market, **Organic shapes, earthy colors**, and **nature-inspired motifs** are often used to evoke a sense of harmony with the environment and promote a healthy, sustainable lifestyle.





# Format and technology research

## Logo and taglines format

- Logo for website header: 250-300 pixels (W) x 100-150 pixels (H).
- Logo for email signature: 100-150 pixels (W).
- Tagline for website header: 200-250 pixels (W) x 50-100 pixels (H).
- Tagline for email footer: 100-150 pixels (W) and 20-30 pixels (H).

**Email footer content:** logo, tagline, contact information, social media links, and legal disclaimers.

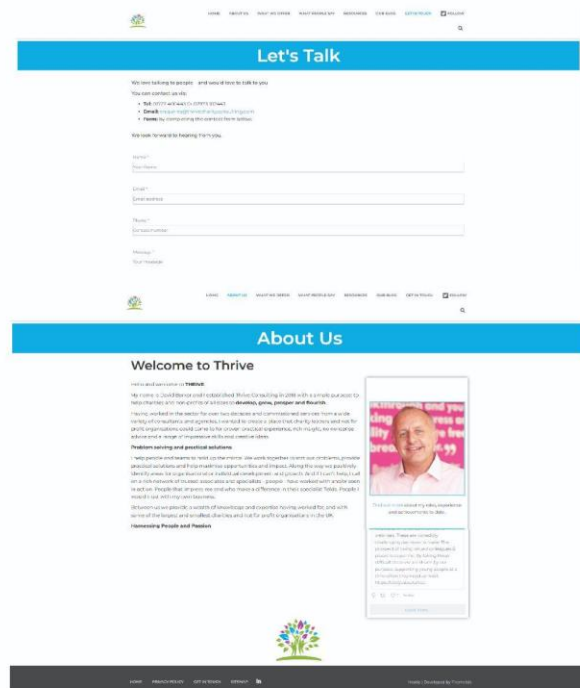
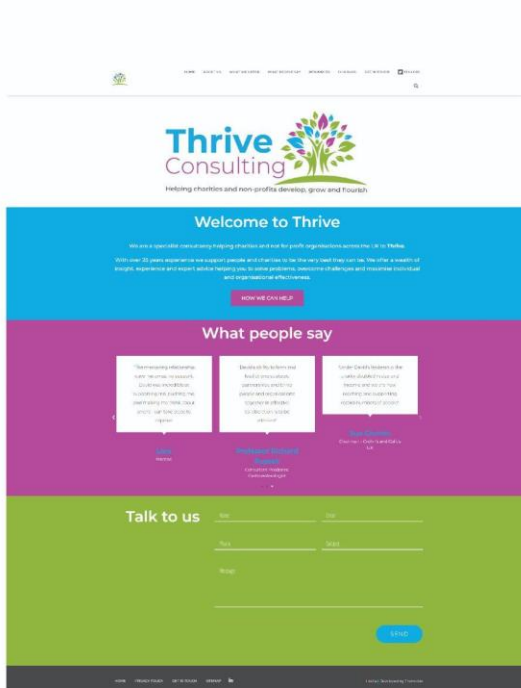
## Email footer technologies

To ensure the email footer is functional with clickable link, we can either provide the code to the client to integrate into their email template, or integrate it ourselves if you we access to the email marketing platform they're using.

- Signature generator tools: Wise Stamp/ Hubspot
- Google document
- HTML and CSS Coding

If we are not able to access to the client's email, best way would be designing through signature generator tools and copy the HTML and CSS coding the platform generate, or to create the HTML and CSS coding by ourselves.

# Website UX design



To build the UX website for Floreat UK, we should ensure a consistent brand identity with the logo design, as to enhance the user experience.

The website of 'Thrive consulting' shows efficient example, by incorporating the **brand colors** throughout the website helps to establish a cohesive look and feel, which creates a visually appealing and aesthetically pleasing website that reflects the brand's values and messaging. Additionally, the **brand logo are used prominently in the website header and footer**. This helps visitors easily recognize and remember the brand.