



MYNAME!SDAN

A PRESENTATION TO:
BROOMHAM RECRUITMENT

PROJECT BRIEF

Broomham Recruitment approached me to create a new logo/brand for their business that is more representative of how they now operate. They have evolved over the past year as a business, and gone from strength to strength, creating a reputation for being honest, dynamic, hard-working, ballsy and genuine.

They want to be seen as disruptive, more 'heart on their sleeve' and more honest with their appearance. While still looking professional and reputable. Broomham want to be stand out, and be different in a very stale market place.

This document shows my research, inspiration and early logo concepts ready for refinement into a final design.

Thank you for the time & opportunity.

Dan



deverellsmith
... THE RIGHT PEOPLE ...

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property
recruitment
specialist

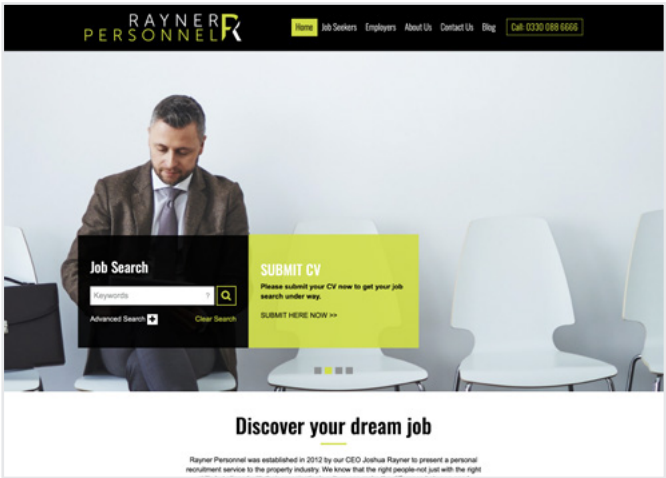
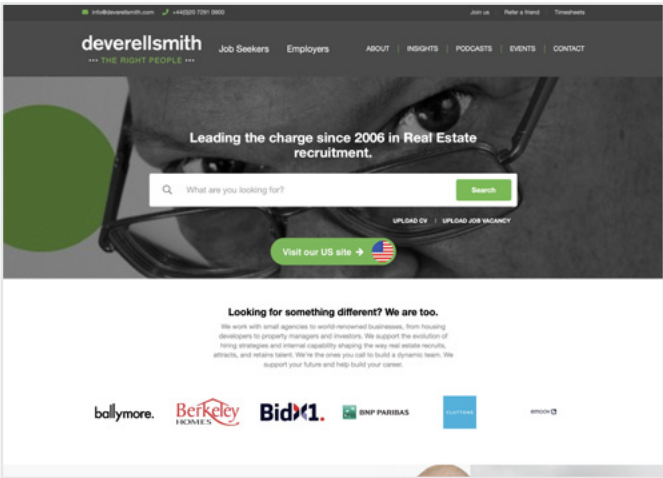
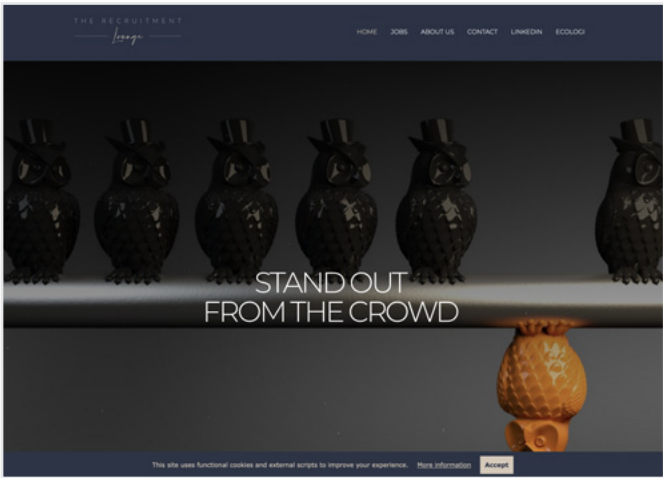
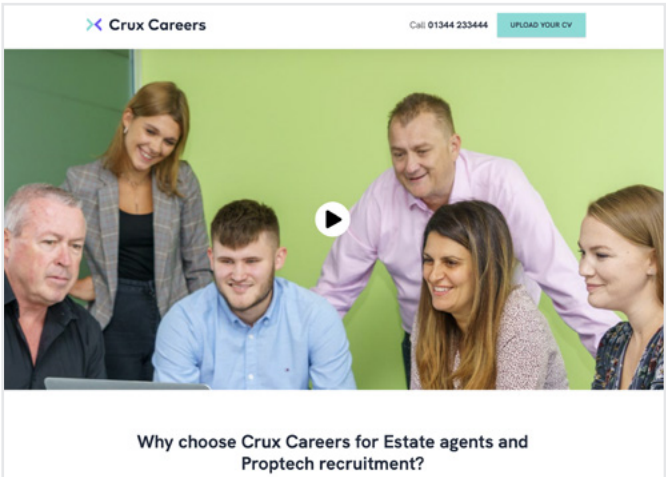
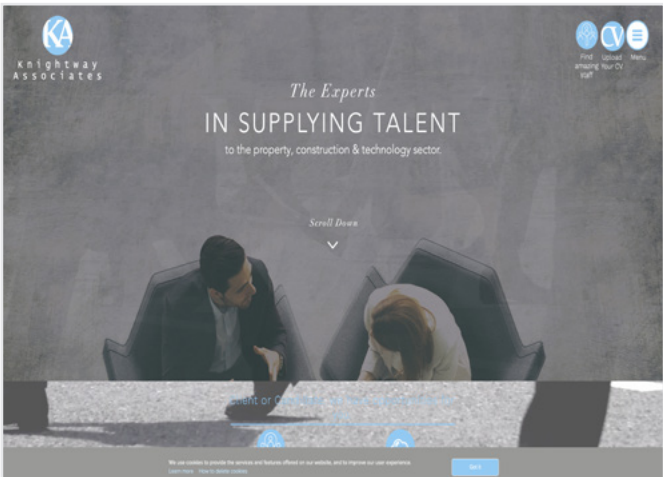
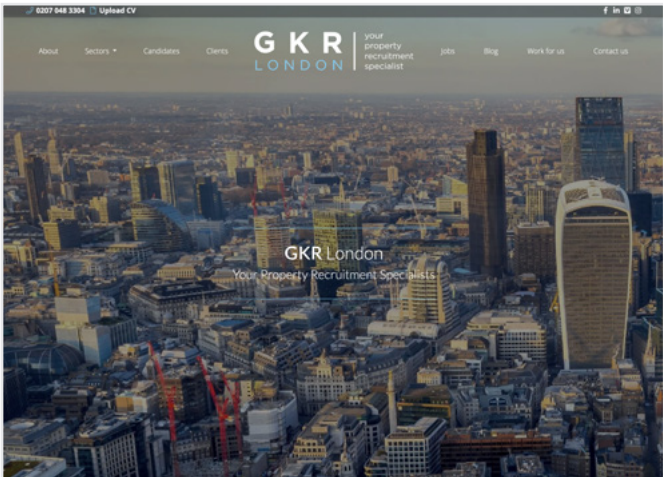


THE RECRUITMENT
— Lounge —

RAYNER
PERSONNEL **R**

COMPETITOR WEBSITES

PRIVATE & CONFIDENTIAL



INSPIRATION

PRIVATE & CONFIDENTIAL



fridababy

BARK=BOX



DOLLAR SHAVE CLUB



wagamama



BARKER

MINT VELVET



Mother Pukka.



reMarkable



LUSH



storksak

TED BAKER
LONDON

PERSONALITY/DESIRABILITY

PRIVATE & CONFIDENTIAL



LOOKING AROUND AT RECENT REBRAND TRENDS

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John Lewis

JOHN LEWIS
& PARTNERS

Waitrose

WAITROSE
& PARTNERS

Uber

UBER

airbnb

 airbnb

 BLACK&DECKER

BLACK+
DECKER



weightwatchers



LOGO CONCEPT ONE:

SHAKE-IT-UP

For this concept I wanted to play on the disruptive, and 'shaking-up' comments made when we spoke. I found a font that has movement to it and used uppercase lettering (as from the inspiration that seemed to be prevalent). I played with letter spacing and placement to add dynamism.

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LOGO CONCEPT TWO:

THE QUIFF

One thing I came away from the briefing call with was the fact clients commented on your hair (as I wanted to too, but didn't want to be rude). This gave me the idea to create an icon from the icon, as it were, and add some humanity/coolness to the branding. Again I played with uppercase typography.







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LOGO CONCEPT THREE:

THE OVERLAP

For this concept I went with a more 'classic' font, in line with some higher-end retailers, but used the two 'Os' to overlap - almost signifying the joining of the candidate and workplace. Linking you with people, kind of vibe. By adding the star in the final layout, I think it adds a funky edge to the idea.

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LOGO CONCEPT FOUR:

IMPACT

This concept is all about boldness. Strong, full typography, with a stylish twist that comes across as both professional and 'cool'. In the third Idea I play with perspective almost like a comic-book shout. I included the use of a dot, to be able to inject a subtle use of colour, without it being overbearing.

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FROM THE CUTTING ROOM FLOOR

IDEAS I DISCARDED

This section shows a couple of ideas I came up with, but didn't feel were as strong as the previous designs. I wanted to include them in this presentation to show my thinking, and just in case you thought there might be something to explore.

FROM THE CUTTING ROOM FLOOR

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