

Logo Client Brief—Fire Sight

1. Who are you? What is your service or Product?

Fire Sight- sunglasses manufacturer

Fire Sight is a professional optical frames manufacturer with over 10 years of expertise in manufacturing. We offer high quality and stylish optical frames at competitive prices.

Fire sight sunglasses have appeared in many product placements in several alternative/independent movies and as such our products have been made popular by their appearance. We also have many sponsorships deals with Surf magazines and Surf carnivals as well as sponsoring several alternative radio stations. Fire Sight has been partnering with the annual Sundance Film Festival for independent filmmakers since 2003. Each year, the Fire Sight Visionary award is given to an individual whose work in the film industry showcases vision, imagination and originality. These are the qualities we perceive as instilled in all Fire Sight products.

2. Your Objectives?

Every collection, every pair of glasses, is the result of an ongoing process of research and development whose aim is to anticipate and interpret the needs, desires and aspirations of contemporary thinking people all over the world. The achievement of high standards of quality reflects our strong technical and manufacturing know-how - the fruit of almost 10 years of experience - and our constant commitment to technological innovation, style and design, the study of changing lifestyles and interpretation of fashion trends. This project must embody these qualities in visual form.

3. Target Market? Fire Sight sunglasses are engineered and designed for creative people who see the world differently. Those who need clarity of vision and want to beautify their lives. Adults from 15 -30, middle class men and women.

4. Desired Results / Vision

When people think of Fire Sight we want them to see themselves as fashionable and cutting edge. We want our sunglasses to bring out the beauty in our customers self image, we want people to flourish, blossom and grow. We want people to try our product once and that is all it will take to transform them into a new customer.

5. What does your audience care about?

Environment, being cool, gen z/ y sensibilities, looking good, having fun, new ideas

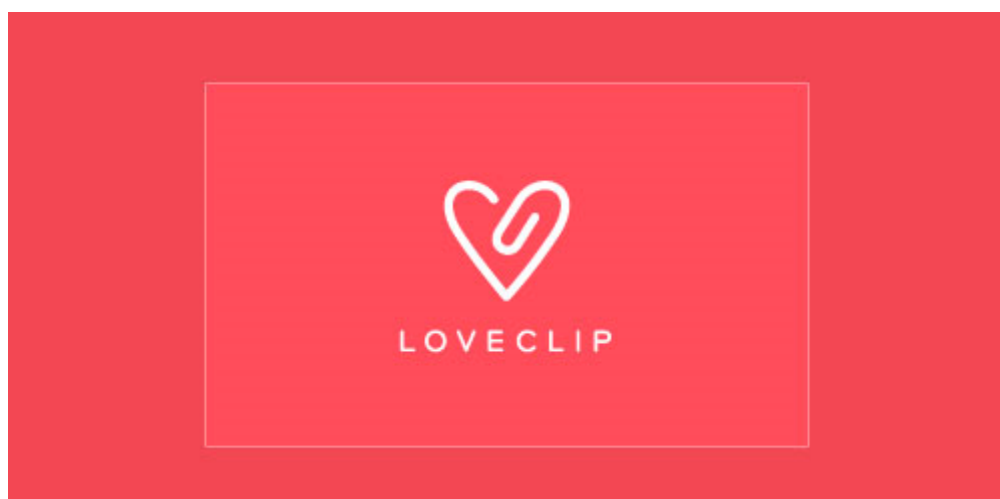
6. Competition?

Rayban and Oakley are our main competitors. Gucci and Channel are too upmarket for our demographic

7. **What do you want this logo to say about you? What words do you want people to associate with your company?** Needs to reflect the qualities of our products- clean lines, simple, creative, functional yet beautiful, visionary, imagination, passionate and originality
8. **Generally, what logos do you think will appeal to your customers, and why?** See below, basically I think our customers will respond to logos that are visually clever, or are metaphors for our brand message. Logos that are clever in their simplicity will more than likely stick in the mind of our customer. We are not a top end luxury manufacturer so our glasses and our logo need to reflect our place in the market.
9. **Colour Preferences?**
Something that stands out and suits our goals and identity- not too garish
10. **Gauging Perception, name a logo you like and why**



DesignFresh- says more than one thing, clean, to the point



Loveclip- simple, nice metaphor



BlueDog- simple, clean, strong

11. Project Voice

We want the customer experience to be immersive ,aesthetically beautiful and creative.