The Remedy Pharm – New Logo Creative Brief

Project Name: The Remedy Pharm
Date: 6.14.07

Overview: Explore Artwork Directions for a logo for a new Compounding Pharmacy

Goals & Objectives: To be the new unifying element of all Remedy Pharm communications and memorable to current and potential customers. This is the glue behind the brand.

Details/Key Message:

Unique Pharmacy Concept – Eco friendly, wellness centered, relaxing place

Compounded prescriptions only - these are usually natural or organic ingredients compounded to formulate special prescriptions for people who need medicine in a different form than a pill or things that are not readily available in a regular pharmacy. (for research info google : Compounding Pharmacy)

This will be a large store that has consultation rooms and sells other natural or organic products along with regular things like wheelchairs, walkers, etc.

It will have a place where you can sit down and have tea or coffee and wait for your prescription with reading materials or kiosks to learn about different things.

Decor will be all recycled and organic fabrics and materials - natural wood, recycled carpeting - very spa like

It will have larger rooms that doctors can rent out to give seminars or to be used for community purposes that are health related like teaching yoga, etc

It will have nutrition consultation

Target Audience - middle to older age adults - mostly women due to hormone replacement therapy

How Used: Everywhere, including: website, brochure, business cards, trade shows, directories, PR.

Format: EPS, high res JPEG, low res JPEG

Visual concepts:
Using R and P, incorporating Rx, Sun - Round Shapes, Organic/natural related icons
Can explore Mortar and Pestle - but be careful....very over used, Script fonts

Timing:
_____ Creative Brief review
_____ Final Creative Brief approved
_____ Concepts review
_____ Modifications review
_____ Final approval
_____ Implement