

Briefing logo design

(in red you will find our additions after day 2 of the logo contest, we hope this helps you creating our favourite logo!)

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, possibly garden shops.
- NL and EU

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. **After the first two days of reviewing logo designs we see that we have a slight preference for BLOMSTRING in capitals and tagline 'premium quality flower bulbs' or 'flower bulbs'. But feel free to change our mind.**
- Flower(s) and/or bulb(s) in the logo?
- Logo can be multicolor **but the word Blomstring cannot be split into Blom-string as this would be like splitting flowe-ring or bloe-iend (there not split in 2 colours or a visual in between)...** Also to be printed in black and to be printed transparent on color block – should go with jute/beige background (packaging)
- **A visual on top of the word Blomstring might look like we have two logos. Blomstring needs to be known first before we can play with a separate visual. Therefore a visual as part of the word seems better now. But again, do feel free to play with our thoughts and surprise us with yours!**