

## Project Description:

Redesign logo for The Nanny Experts

## Instructions & Guidelines

1. Design a new logo/logotype for The Nanny Experts (existing logo can be found at [www.facebook.com/thenannyexperts](http://www.facebook.com/thenannyexperts))
2. Experiment with pastel colours
3. The logo must also fit well into a square box. This is to insure that the logo can be used in Facebook, Twitter etc.
4. Look at [www.sassymamahk.com](http://www.sassymamahk.com) logo on their website and compare it with their Facebook page. Note the differences in the logotype and how it fits into a square. PS: Use Sassy Mama for inspiration, but do not need to copy
5. On a scale of 1-10, the logo should be 6 regarding the seriousness i.e., not too childish. (*The client is the parent not the child*)
6. Use colours that bring out the ideas behind the keywords (see keywords below). Remember that when designing the logo it will likely go on a white background website
7. Provide colour variations (3-5 colours). Research the meaning of the colours you use and create ideas and concepts behind the design of the logo e.g., green is symbolic of growth. Blue represents calm, see below for more examples
8. The Nanny Experts is a lot of words, however there is no limitation to how the words are displayed. They can be put together on one line, or separately on three lines. See below for possible taglines that can go with the logo (refer to Sassy Mama tagline, *The Go-To Guide For Modern Mamas*)
9. **BE CREATIVE!** The guidelines above are to provide you with some direction but ultimately I would like to see a variety of logos to see what fits best

## Possible Taglines to go with The Nanny Experts

Childcare & Recruitment Specialists  
care for your child

Hong Kong's Most Trusted Nanny Agency

Child Development Professionals

Professional Nannies at Your Service

*(you can also add your own tagline)*

Note: Tag line is not required

## Keywords to think about when associating the logo with the brand

*Note, if you feel that there is a confliction between the keywords e.g. cheerful & serious, please voice your concerns. It may be difficult to include all of these ideas. These keywords are provided for guidance purposes only.*

Trustworthy, expert, modern, in fashion, fashionable, classy, nanny, care, clean, warm, responsible, young, growth, confidence, nurture, youth

## Colours meaning examples

*Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.*

*Green is the color of nature. It symbolizes growth, harmony, freshness, and fertility. Green has strong emotional correspondence with safety. Dark green is also commonly associated with money*

*Yellow is the color of sunshine. It's associated with joy, happiness, intellect, and energy.*

*Orange combines the energy of red and the happiness of yellow. It is associated with joy, sunshine, and the tropics. Orange represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation.*