AUNTIE SONJA CARES

HOOK

Auntie Sonja Cares provides services for seniors, temporarily disabled and pets.

PROBLEM STATEMENT

The original idea for this project came about when I met with a family friend, Sonja Karbo, to talk about her new business. She told that she just started it this year and was doing a variety of services within her local neighborhood. As we discussed her business, it became apparent that Sonja did not have the basic business assets she would need to continue to build her customer base.

The goal of this project is to develop and create a series of basic business assets for Sonja. These assets would be public-facing and used for both existing and new customers. These creative assets will serve as a foundation for her to conduct day-to-day business. In addition, my hope is to work with Sonja to develop a brand identity that truly represents who she is and most importantly what her business is about.

PROCESS

I have started setup a basic infrastructure for the business. The social media platforms and business basics such as phone number and email addresses have been created.

I used Google products such as Gmail, Google Business and Google Voice. I also used Facebook and Instagram. There is a Next Door App setup pending. It was important to basic business contact information and listing setup to ensure from a branding identity standpoint the name was connected to all potential forms of communication.

Lastly, I have met with the client to gained more information about current business and vision for the future.
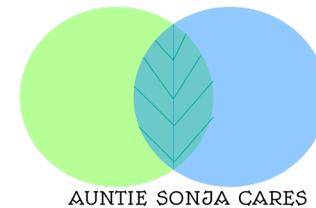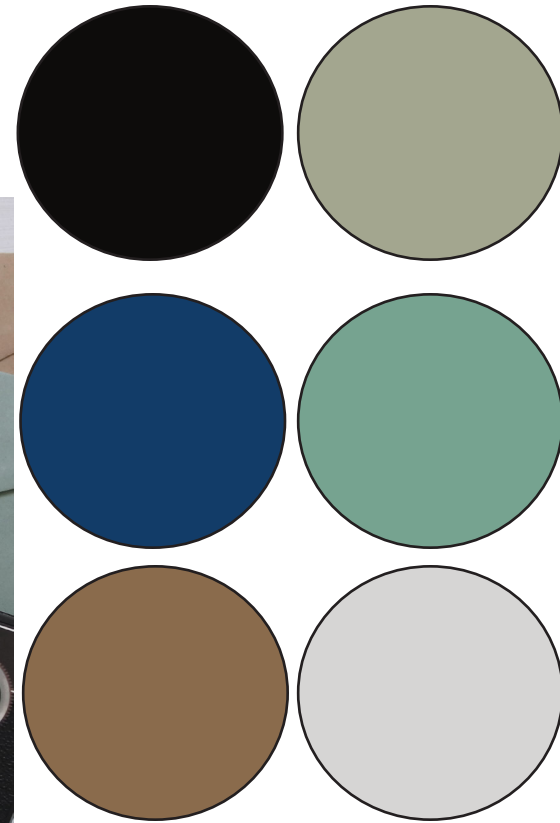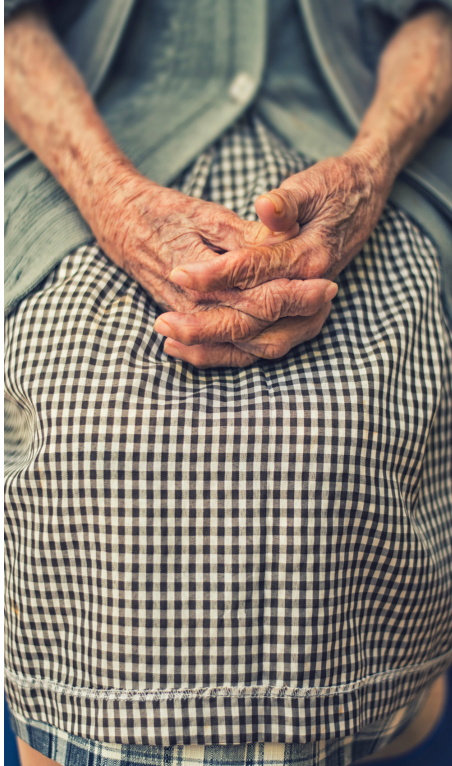
PROTOTYPE | LOGO DESIGN OPTIONS

Logo design options based on input from client. I decided to start with basic black and white versions for the majority of the options. Once design chosen then I will work with client and user feedback group to determine color scheme.
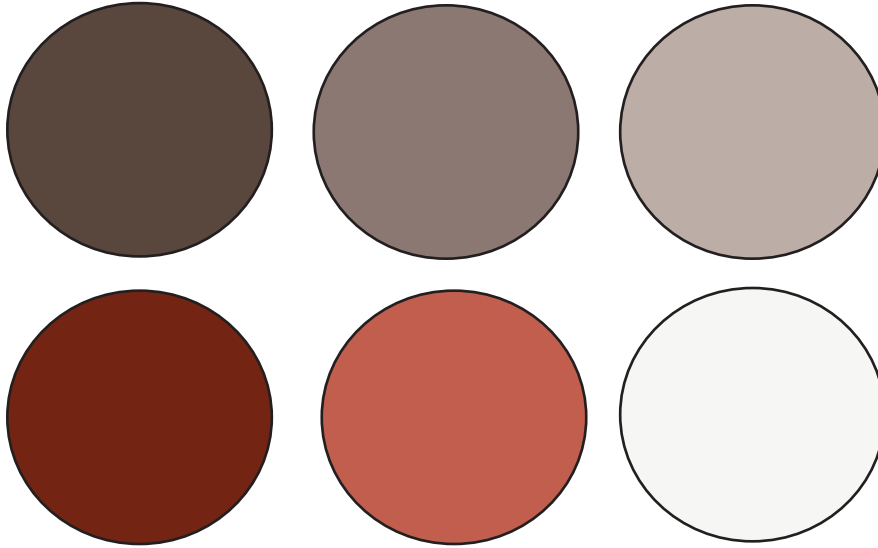
Used vector art for icons

AUNTIE SONJA
PETS   ELDERLY CARE   TEMPORARILY DISABLED
CARES

AUNTIE SONJA CARES
PETS • ELDERLY CARE • TEMPORARILY DISABLED

AUNTIE SONJA CARES • PETS • ELDERLY CARE • TEMPORARILY DISABLED

auntie sonja cares

Client suggestion - graphic with connecting hearts

AUNTIE SONJA CARES

PROTOTYPE | MOODBOARD 1

Typeface: Lemonada Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123459
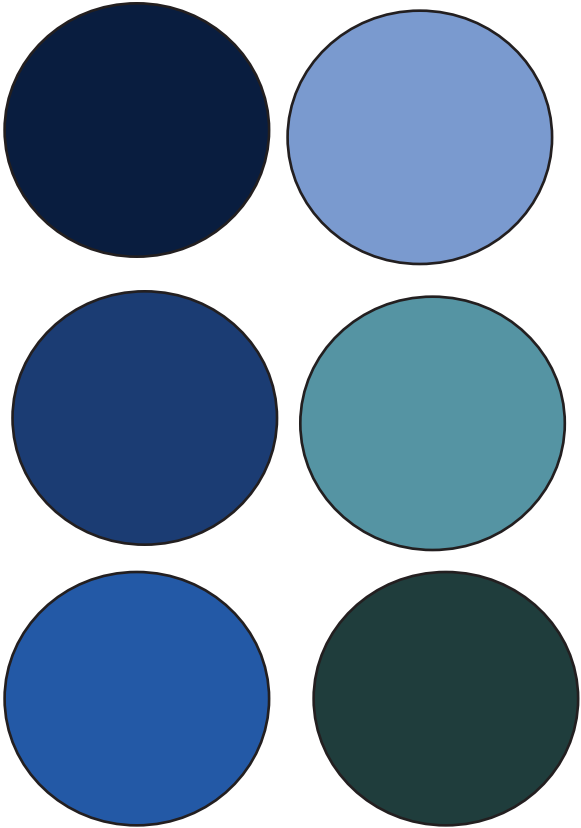
PROTOTYPE | MOODBOARD 2

Typeface: Oldenburg

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123459

PROTOTYPE | MOODBOARD 3

Typeface: Walter Turncoat

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123459

PROTOTYPE | NEXT STEPS

- Schedule interview with client's customers
- Conduct neighborhood walkabout (take photos)
- Attend WomenVenture seminar with client (Fri. Oct 4th)
- Present logo design options to user group and client
- Select final logo design and color schematic
- Continue work on website design and layout options
- Complete business setups (Next Door App and Google Business listing)