

- ❖ **Creative**
- ❖ **Passionate**
- ❖ **Memorable**

123 Higuera St.  
San Luis Obispo, CA  
93405



My client, "Pottery Palace," is a do-it-yourself pottery place in which people of all ages and skill sets can visit to either paint on pre-made pottery or make their own pieces. This business is located a little bit outside downtown San Luis Obispo in a large studio space with long tables for people to work, shelves lined with objects ready to paint, and stations with clay for people to make their own objects. This is the first location, but the owners hope to open up more around San Luis Obispo county in the near future. They wish to portray the image of a mom-and-pop pottery place, but still somewhat upscale and organized. Their competitors are Anam-Cre Pottery Studio downtown and Full-Moon Pottery Studio-Gallery in Morro Bay. They have a wide-market - experienced potters, kids birthday parties, family outings, teenagers, elderly couples. Observations of their customers as well as national customers for similar business back up this large demographic claim. They need more brand recognition in order to attract more customers than their competitors. The owners believe a spruced up logo that is memorable, clever and eye-catching is what they need to jumpstart this recognition, hoping they can attract the student population. This change would give them an edge over other places.

