

HisseyFit Creative Brief – Logo and Tagline Branding

Overview

HisseyFit offers high-end, fashionable and comfortable maternity activewear. This type of fashion and comfort is not something currently offered in the maternity clothing market and women have no choice but to either muddle through their pregnancies(s) by wearing sizes that are larger or squeezing into their own clothes. For the target demographic, we are targeting women ages 30+ that have disposable income and spend over \$2,000 or more a year on their wardrobes and expect high quality, comfort and fashion, these women expect more from clothing. They desire to look on the outside as they feel on the inside – well put together, organized, powerful. A HisseyFit woman has high expectations for both fashion and comfort no matter what time of life they are in and HisseyFit is designed to meet those needs by offering active wear t-shirts, long sleeve shirts, sweat shirts and leggings for social outings, working out, running errands, etc. HisseyFit women also lead a healthy life that is guided by working out and staying active – during pregnancy.

Branding

The word “hissy fit” is defined as an uncontrollable “emotional outburst” (in which pregnant women can be known to have at times) which is the fun and memorable part of the branding. HisseyFit needs to be branded in both logo and tag as “maternity clothes with attitude”, “wear your attitude”, etc. but we want to put a positive spin on HisseyFit since it can be perceived as a negative. Maternity clothing in the current market is dated, frumpy and out of style. HisseyFit challenges this norm and allows women to look fashionable, feel comfortable and together even during pregnancy. HisseyFit women don’t get frazzled despite being a part of social activities, perhaps even running them, hustling kids around, working out and often even having a full-time job themselves. A HisseyFit woman knows that she will always look stylish no matter the state of her busy life. She can always count on HisseyFit clothing to fit her busy lifestyle.

For reference, here are some sketches of the clothing and HisseyFit woman that can help to exemplify the HisseyFit persona. We strove to show women feeling confident and in control, going about their normal day to day lives, with some sass and attitude. These images are for background and visualization for the creative process and do not need to be incorporated into the design elements.

To match the branding and attitude, the clothing will be named after attitudes or moods such as “chill out chi pants”, feeling funky leggings, feelin’ basic t-shirt, etc.



Project Goals

Develop an ownable and compelling brand identity (logo and tag line) for HisseyFit that will position it/help it to gain acceptance and trust among pregnant women within the correct demographic so that the brand should empower women to feel their best during and after pregnancy.

Brand and Logo Examples

Some brands that portray a similar attitude as HisseyFit and appeal to a similar demographic: LuLuLemon (non-maternity, activewear), Athleta (non-maternity, activewear), Sweaty Betty (non-maternity, activewear)

Brands that DON'T exude the attitude and brand of HisseyFit: Motherhood Maternity (maternity brand, mostly casual and work clothes), Pea in the Pod (high end maternity, not much activewear offering), BeyondYoga (high end activewear owned by Destination Maternity)

Words and phrases NOT to use for branding statement – bump, mom, mother, maternity (unless necessary), preppers, expecting, expectant

Logo Design

Logo design should be creative and fun, but not gimmicky. HisseyFit is targeting a demographic of women ages 30+ with disposable income and high expectations for fashion and comfort, however, it is important that the brand name be memorable and have some “sass” or attitude to it as well. The logo needs to portray activity and movement. It should not be boring or too simple. The goal is to disrupt the social norms of maternity clothing. The logo can be a combination of just letters, letters and icons, the name and icon, etc. The icon or letters will also be used directly on the clothing. The logo should not portray a pregnant belly as we want the logo to be transferable to wearing after pregnancy and be something that the wearer can feel good about putting on and showing off.

Colors – bright, colorful, active, positive. The pallet for the clothing are bold, rich colors and should translate to the logo as well.

Some examples of logos we like (all pictured are NOT in the maternity business):



Competitor Logos:



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