



KB Consulting



KBCCONSULTING

OBJECTIVES

- + Identity for New Business
- + Brand Business
- + Promote Services
- + One Page Flyer
- + Business Card

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Kathy Bennett has been in the Salon industry for 20 plus years and worked with corporate names like Regis, Super Cuts, Cost Cutters and others as a technical and business consultant. She recently started her own consulting business and is seeking to develop her business identity and brand recognition using bright green and natural tones. She specifically desired a logo, business card, and flyer design.

FINAL CONCEPT

After personal interviews with Kathy, learning more about her and determining the goals of her new business I suggested the logo design and green/brown color combination. Brown is a darker, natural tone that allows the green to pop. The logo includes her initials to promote Kathy Bennett. She has great name recognition throughout her community and wanted to keep her name as a key feature. The 'shining light' effect reflects her goals of uncovering or shedding light on the areas in clients' businesses that need improvement or could increase revenue. The logo was also used to produce a business card and outdoor sign. The flyer was designed as an introduction of her services to other local salons and businesses. It promotes both her consultation and salon services. Information was condensed as much as possible to produce a simple, one page document.