

Design Brief

1. **Background.** My company is called "Baltzersen's", it is newly formed and I have aspirations to grow the company into a brand first within Yorkshire and then beyond.
2. **Values.** Baltzersen's will begin with a café located on one of the main shopping streets in Harrogate. The café's USP is that the food will have a Scandinavian theme. I am currently favouring a strap line: 'Yorkshire Sourced – Scandinavian Inspired'.
 - a. Scandinavian influence
 - b. Yorkshire provenance
 - c. Homely
 - d. Relaxed
 - e. Healthy
 - f. Fresh
3. **History.** Baltzersen is my deceased Grandmother's maiden name - she was Norwegian. My experiences with Scandinavian food have come through her and this is the reason behind the USP. As luck would have it Scandinavian inspired clothing and patterns seem to be very much in fashion at the moment so it could be a fortuitous time to launch this business.
4. **Products.** The Scandinavian waffle will be one of the star products (pictures attached). The waffle's heart shape is evocative of family and the care and attention we plan to lavish on food and customers so could be a good symbol. Other products on offer will be open sandwiches, cakes and hot drinks. I plan to cure salmon on site to use for sandwiches.
5. **Customers.** The customers I am trying to attract are:
 - a. **Weekdays.**
 - (1) Workers in town (Young crowd working in shops and offices).
 - (2) Shoppers (Mums with Children + Retired people).
 - (3) Tourists (Generally retired).
 - b. **Weekends.**
 - (1) Shoppers.
 - (2) Tourists.
6. **Colours.** Colours evocative of the Scandinavian nations are those of the various flags, I like the ones that are connected to Norway so red white and a dark blue. Internally I will be looking to use blocks of red and blue mixed with natural wood tones and white.
7. **Scandinavian Style.** One of the things I love about Scandinavian design are the clean and simple lines but also quite traditional patterns – I think that combination is well placed to take over from the recent vintage obsession, it's just a bit cooler. The beauty of this for me is the ability to attract a younger crowd without alienating older customers.
8. **Products Required.** I am looking to create an on-going relationship with the company I choose to do the design work and if you offer printing/sign-making service this could all be tied together. I require a logo, promotional materials to be placed on tables, leaflets/vouchers, loyalty cards, shop signage, A-board, shop window posters (to be used during re-furb), graphics for use on website, business cards and stationary.

I look forward to talking over your ideas and schedule of costs for the services above. If you require more information please get in touch using the details already included.