

AMY MILLARD
CREATIVE STUDIO

For your project to be successful I need some background information about you and your visions. Please complete all fields on these pages where possible.

Your Name

Sarah Ankerman

Company name, background & short description of services.

Currently "Beauty by Sarah". My business started in September 2013 after a long career working as a Veterinary Technician. For the last 4 years, my business has primarily been focused on TV/Film/Commercial clients, with some bridal, photoshoot and special events mixed in. I have worked with a lot of high profile clientele from Politicians, to Actors/Actresses, etc. I would love to also target a more high profile clientele. I would love to be the artist that agents call when they come to Comic con to do people like Ian Ziering, Tara Reid, etc.

For the last two years, I have been hired by the Syfy Network for Comic Con, working with the actors and actresses before they get interviewed by the network.

My services include makeup and hair services for TV/Film/Commercial Clients, Bridal, Boudoir, Quinceaneras, Family Photoshoots, Prom, Engagement Shoots and Maternity Shoots.

I have a team of artists/stylists that I work with for larger events (Comic con, large weddings, wtc)

Email Address

Sarah@BeautybySaraha.com

Phone Number

925-487-9152

Design Deadline

December 24

Is your deadline fixed or flexible?

Slightly flexible ;-)

Current web address (if available)

Beautybysaraha.com

Please write the exact name as you would like to appear in your logo.

Still working on this, but I think I would like to brand my name like we talked about whether it's Ankerman Artistry, Sarah Ankerman, SA Artistry (probably leaning towards my actual name spelled out).

What is your tagline if applicable. Do you want this in the logo?

No.

But my whole motto is making someone look like the best version of themselves/ Bringing out your natural beauty.

Do you have specific images or icons that you wish or do not wish to be in your logo?

No.

Are you interested in a handwritten (calligraphy) style logo? or a digital (font based) logo?

Possibly. I know we'd talked about using Remachine font. I'm open to suggestion.

Do you have any colour preferences or any existing colours you want in your logo?

Yes. I will email you the color scheme (but that may change based on the mood board and what your creative mind comes up with). The color scheme is featured on my Pinterest: Ballet Pink/Blush pink, Rose Gold, Gold, Bronze, light black, maybe a red burgundy. My color scheme is based off of the way I do makeup and the colors I use

What attributes of your business would you like your logo to reflect?

If there's any way to incorporate my title of Med Man (Mid Century Modern) while keeping it

if there's any way to incorporate my style of mid-century modern (mid-century modern) while keeping it modern and relevant, that would be awesome. Clean lines. I can send over a link to some Mid-Century Modern Print typography

What is the overall message you want to convey to your target audience?

I'm trying to target middle to slightly higher end clientele. I want to attract clients that I can build lasting relationships with. So I want my logo to look inviting and warm, while having a slightly more luxury feel. (Kind of like yours?). I want my brand to inspire people. I want them to feel excited to work with me. I want them to feel like their service is going to be very personal, and that they are going to get the celebrity treatment. I want them to see what my brand has to offer them and make them want to book every time.

Who are your main competitors? How do you differ from them? Please list their websites if possible.

Beglammed.com (They are very corporate, so my experience is more personal than theirs. However, they are very well known and do a lot of work in LA)

Beautybystacey.com and elizabethroot.com (Our pricing is about the same. I'm \$5-\$10 more expensive than Elizabeth. Stacey has been in the industry 10 years longer, but she doesn't have the NEWS or quite the celebrity background.)

Kissandmakeupnow.com- they have a team of artists and have an extensive celebrity clientele. They also provide waxing.

-SoCallhairandmakeup.com- team of artists but well known.

-Makeupbysheby.com- Shelby is REALLY popular in San Diego. She was a MAC MUA for years.

However, she only does makeup.

-callmebeautiful.com- beauty team. The owner has been in the business for 10 years. Very well known.

-brittanyheim.com- offers the same services. Her makeup pricing is \$25 more but hair is less. She really doesn't engage with the clients a lot. All about the \$\$ (from what I've experienced when I worked with her)

What are your thoughts about your competitors brands? How do you want your logo/brand to differ from theirs?

Most of them are very swirly and feminine. I really like Ashley Fierros. However, a part of me is attracted to calligraphy like "Eventswith Laura". I want my logo and brand to be timeless, kind of how I like doing makeup. I don't really care for trendy things that will be out of style or dated in 5 years.

Who exactly is your target market? Be very specific.

Middle to higher clientele (\$40-\$100k), that I can build lasting relationships with. I want clients that see the value in what I do and don't try to nickel and dime me. I want to have my clients to have a celebrity experience but at a price they can afford.

If your customer came away with just two thoughts about your business what would you want them to be?

Tough one! Talented and professional/reliable/friendly.

What is the most important application for your logo? (ie. Business Card, Website, Signage, Tshirt, etc)

Business card and Website/social media.

Please supply a brief description of the design you have in mind and any other information that would be useful.

Like Ashley Fierros, yours, but also those I posted in Pinterest. I think I really like the look of the clean lines. Very Modern. Times less, like Chanel, etc. Not sure if that matches what I'm trying to convey?

Do you have social media sites set up for your business? If so, which ones? And are you interested in cohesive graphics and profile graphics?

Yes, Facebook, Instagram, website, YouTube, Twitter.

Are you interested in website design services? If so, please explain. (A more detailed questionnaire is available for website development.)

Not at this time :)

Pinterest Board: Create a Pinterest board with a maximum of 20 logo designs or brand that are

your top favorite. (choose wisely) Include link here: