

CRUISIN' WITH CRAFTERS LOGO PARAMETERS

VacationBuilder is chartering a cruise ship for an event called "Cruisin' with Crafters". It isn't a company per se, but will have its own url/website, and branding, etc. This logo does not need to be in the same style of the CruiseBuilder or VacationBuilder logo.

The Basics:

Brand Name: Cruisin' with Crafters

Optional Byline: Powered by VacationBuilder

Industry: Travel & Tourism

Target Audience: Creative females 40-65+

About the Cruise Event:

This cruise will be the first ever chartered cruise just for crafters. We are anticipating 2,000 attendees from around the world and crafters of various types including papercrafting, scrapbooking, cardmaking, mixed media, photography, hand lettering and calligraphy. Our largest group by far will be papercrafters and cardmakers. It is our intent to make this at least an annual cruise and perhaps one with multiple locations during the year.

Considerations:

Typography

The company name should be creative yet legible. Consider hand lettered fonts that give a handmade feel.

Logo Imagery

Inclusion of a ship in design. Some element of the logo should communicate creativity or one or more of the crafter types (ideas include paint brush, rubber stamp, paper, scissors)

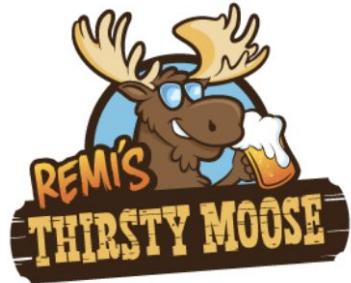
Colors

Multiple colors with single color variation for use on screen printing.

Application:

Website header, letterhead, t-shirts, banners, name badges, etc.

Logo Styles and Feelings We Like



Competitor Logos/Marks:

Most of the crafting cruise logos/marks of our competition are cheesy and look like clip art. Their unpolished logos give the perception that their cruise is also being slapped together. Our logo should communicate both professionalism and creativity.

Cruise & Crop

Designed to look like a scrapbook page. Too busy. Font has no kerning. Anchor image on a tag ties in that it is a cruise for crafters, but feels so cheesy.



Craft Cruises

Looks more professional but no creativity. Feels corporate and impersonal for this audience. No logo, just words. Boring.



Unmistakable Creations

Completely illegible font. Like the idea of hand lettering font, but so difficult to read. Kearing feels off too. Like the tagline. Image feels professional but no tie-in to crafting. Could have been an altered clip art image slapped with text.



Getting Crafty Cruise

Event put together by two Stampin' Up! Demonstrators and the logo/mark screams that. If the logo is this amateur, you wonder what the cruise was like.



Note:

We may also need additional icons designed on our website that compliment the logo design. This is yet to be determined, but something to keep in mind. We will also need a favicon for our site.