SAMPLE PRESENTATION

CLIENT: Staffing By Hall

Rebrand to SBH Fashion

ROUND #1 Logo + Brand

12/03/2012
SBH has a strong background in quality staffing and is established as a compassionate recruiting group, serving the fashion industry for over 30 years.

SBH wants to grow from boutique to big-box as a company by diversifying the clients that they serve.

New branding will bring it to the level where its recruiters will be well-known as leaders in career placement for not only key fashion retailers, but also other retailers where high-quality talent is also in demand.
MOODBOARD: Visual representation of the emotion and style that the brand should reflect
CONCEPT#1 - Designer Ladders

- Helping you get to the next level
- Career/job/business oriented: “climbing the ladder”
- Professional and successful: denotes a raise in salary/title
- Represents personal and company growth
- Paired with fashion brand typography and layout
CONCEPT#1
- Logo

SBH
FASHION
CONCEPT#1
- Branding Element
CONCEPT#1
- Logo Variations

A. SBH Fashion
B. SBH Fashion
C. SBH Fashion
D. SBH Fashion
CONCEPT #2
CONCEPT#2 - Fashion Ave

- Iconic and cosmopolitan
- Blend of Fashion and Commerce
- Has a rich history but is always modern and fashion forward
- Way-finding as an analogy for finding work
- “Guides you to your destination”
CONCEPT#2
- Branding Element
CONCEPT#2
- Logo Variations

A. 

B. 

C. 

D. 
CONCEPT #3
CONCEPT#3 - Signature

- Personal touch, hands-on
- Elegant but approachable
- Makes it about the people: clients and employees
- Unique; One-of-a-kind
- Designer, chic
CONCEPT#3
- Branding Element
CONCEPT#3
- Logo Variations

A. B. C. D.
FINAL BRAND DELIVERABLES
FINDING THE NEEDLE IN THE HAYSTACK

SUBMIT RESUME  BROWSE JOBS

LET US HELP YOU FIND THE BEST CANDIDATES

As a fashion employer, you've got a choice. You can post your job openings on the boards...and weed through hundreds, maybe thousands, of wrong resumes. After all, the right person for this job probably isn't looking.

Or, you can outsource your searches to us, get better candidates in less time, and free yourself up to tackle other urgent tasks.

As longstanding fashion recruiters, we'll find...

JOB POSTING TITLE

CHECK REFFERAL STATUS

TWITTER

Tweet #event hashtag
http://twitter.com/hashtag/event

tweet tweet
tweet job description

Details

Tweet #event hashtag
http://twitter.com/hashtag/event

tweet tweet
tweet job description

Details

Tweet #event hashtag
http://twitter.com/hashtag/event

tweet tweet
tweet job description

Details
CANDIDATES

Needed immediately, a hard-working, amazing go-getter, leader the whole kit-and-kaboodle if you know what I mean and I think you do. If you happen to still be reading this then here’s some useful info: there would have to be a maximum character count to make. If you happen to still be reading this then here’s some useful info: there would have to be a maximum character count to make.

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SUBMIT RESUME