

# SAMPLE PRESENTATION

**CLIENT: Staffing By Hall** 

Rebrand to SBH Fashion

ROUND #1 Logo + Brand

12/03/2012

# THE BRIEF

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

## **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



RALPH LAUREN

**PRADA** 

Dior

**VERSACE** 

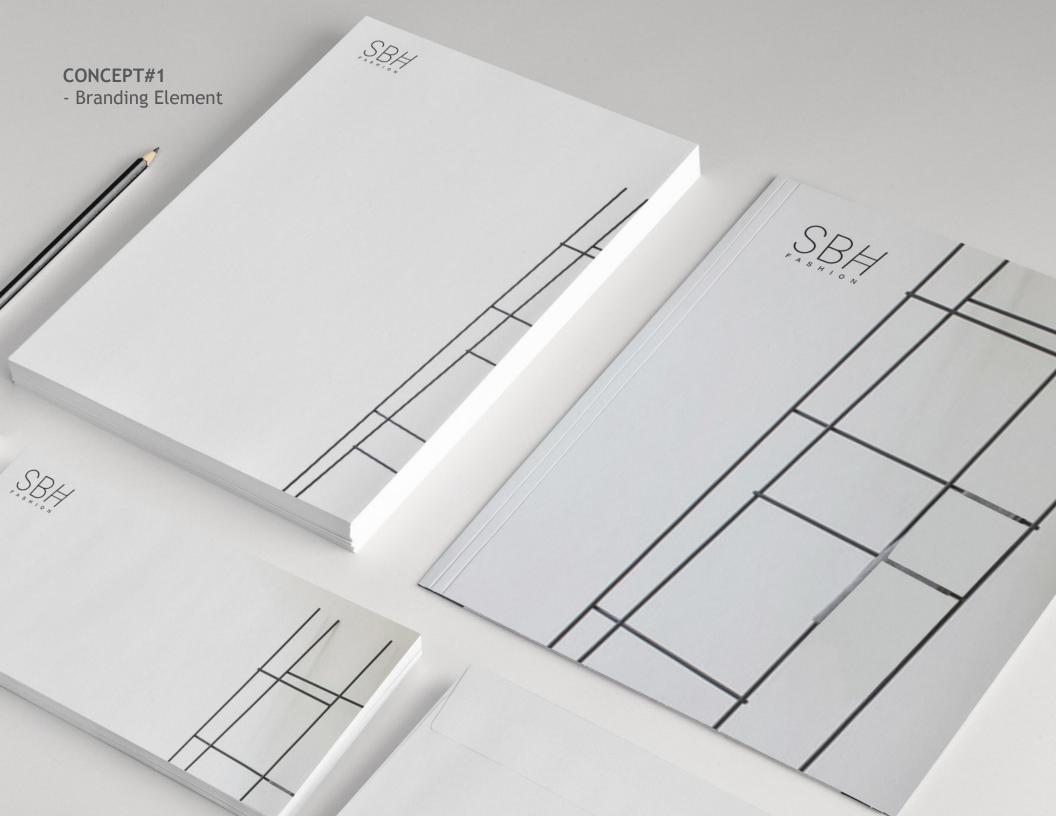
**CHANEL** 

LOUIS VUITTON









A.



B.



C.



D.





# 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"





Dior GIORGIO ARMANI













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











fashion



A.



B.



C.

Show FASHION D.

SBHfartion



# FINAL BRAND DELIVERABELS







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JOB POSTING TITLE

## FINDING THE NEEDLE IN THE HAYSTACK



**BROWSE JOBS** 

### SUBMIT RESUME

#### 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

Needed immediately, a hardworking, amazing go-getter, leader the whole kit-andkaboodle 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...

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#### **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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