



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



3 YEARS IN A ROW!
 SBH MADE THE 2011 INC 500 LIST FOR 3 CONSECUTIVE YEARS



PROFESSIONAL & PERSONABLE
 WE'VE HAD YEARS OF POSITIVE EXPERIENCES WITH THIS COMPANY
Senior VP, Ralph Lauren

THE SBH TEAM JUST GETS IT
 WE'VE HAD YEARS OF POSITIVE EXPERIENCES WITH THIS COMPANY
HR Manager, Gucci

- MARC JACOBS GUCCI BURBERRY
- Chloé Calvin Klein Pepe Jeans VALENTINO roberto cavalli Paul S
- Oscar de la Renta GIORGIO ARMANI EMILIO PUCCI
- ESCADA VERSACE DKNY BOGNER YVES SAINT LAURENT
- GIVENCHY ALEXANDER MCQUEEN HANS KAINZ.COM Vivienne Westwood
- LOUIS VUITTON BVLGARI D&G DOUCE GABBANA VICTORIA'S SECRET Dior
- MOSCHINO Cartier JOOP! BANANA REPUBLIC
- JILSANDER PRADA BOSS HUGO BOSS Jean Paul Gaultier
- CHANEL SISLEY KENNETH COLE CERRUTI paco rabanne



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



CONCEPT#1
- Logo

S B H
F A S H I O N

CONCEPT#1
- Branding Element



CONCEPT#1
- Logo Variations

A.

SBH
F A S H I O N

B.

SBH
F A S H I O N

C.

SBH
F A S H I O N

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”



LOUIS VUITTON

HUGO BOSS

Dior

GIORGIO ARMANI

CONCEPT#2
- Logo



CONCEPT#2
- Branding Element



SBH
FASHION

SBH
FASHION

SBH
FASHION
BUSINESS
CAREER
STAFFING



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
- Logo

S&B **fashion**

CONCEPT#3
- Branding Element



CONCEPT#3
- Logo Variations

A.



B.



C.



D.





FINAL BRAND DELIVERABLES

S B H
F A S H I O N



SBH
FASHION

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www.sbh.com

SBH
FASHION

SBH
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Don Light
Senior Designer

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E: don@sbh.com

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F: 212 904 2107
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FINDING THE NEEDLE IN THE HAYSTACK



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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

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...

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CANDIDATES

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