

Tagline samples: Gracie Jacques

The brief

A tagline consists of a few words used to add clarity or impact. They can often be found after company names and product names.

To suggest taglines for Gracie Jacques: a company specialising in creating handcrafted wooden gifts and homeware, with some pieces commissioned for individual clients.

My response:

I considered the company, its products and the relationships between the product, the customer and the intended recipient.

I put together the following ten taglines as a starting point for further development.

My client chose tagline number 2.

1. Imagined by us, inspired by you
2. For loving • For living • For giving
3. Designed to be cherished
4. Created with passion, crafted with pride
5. Gifts full of grace
6. Making it special
7. Celebrating life
8. For special days and everyday
9. The gift of expression
10. Designed to delight