

# Design Brief - Logo for Busy Integration

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## Company Name: **Busy Integration**

### Overview of Organisation

#### 1. What does Busy Integration do?

Audio visual & technology installation company, installing items such as LCD displays, projectors, video conferencing and meeting room collaboration equipment in office meeting rooms. This allows the people in the meeting to share ideas, thoughts, presentations and documents with other people. These people could be located in the same meeting room or located in meeting rooms in different states or countries.



Example installation 1



Example installation 2

## 2. Who is your target market?

**Primary Target Market:** Small to medium sized companies. Typically the office IT manager would be the point of contact (customer) with Busy Integration



**Secondary Target market:** Construction companies / Builders. Typically the audio visual equipment is integrated (installed) into the walls, ceilings, joinery and cupboards of the building when it is being built or refurbished by the builder.

## 3. Who are the main competitors to your organisation?

- <http://www.electroboard.com.au/>
- <http://www.rutledge.com.au/>
- <http://www.visionx.net.au/>



**ELB rutledgeav**  
engineeringexcellence



## 4. How does your organisation differ to your competitors?

Busy Integration uses a consultation methodology to collaborate with the clients. An initial discovery phase is utilised to gauge the client's expectations and requirements. Busy Integration uses its depth of industry and product knowledge to select appropriate technology to meet client's expectations.

Busy Integration is driven to meet user's functional requirements by employing technology to simplify complex audio visual systems

## 5. The history of your organisation.

Limited knowledge of design, I like the colour blue for technology logos

## Goals for Logo / Brand

### 6. Why are you seeking design services?

Busy Integration is a new company looking for company logo. The company is in technology solutions and building industry

### 7. What message do you wish to communicate about your business? Why?

Simple, Technology based, Solutions based, Easy to understand, Easy to deal with, Robust, Dependable, Safe

### 8. What are your goals? To increase sales, increase awareness etc.

The goal is to have a simple logo as the name of the company and the companies tasks are complex.

## Budget and Deadline

### 9. Budget for Logo Only

AUD\$200 (Australian Dollar)

After a logo has been finalised and selected, I plan to work directly with the designer on a new project with new budget for stationary, letterhead, business cards etc.

### 10. Deadline for the project

10 days