

1. What do we do
 - a. We are a full service residential redevelopment company which means that we buy broken down houses (usually the worst house on the block), fix them up to be one of the best houses on the block, and then sell them for a profit. Our tagline is “a full service redevelopment company”
2. Who is your target market
 - a. The intended recipient for the marketing materials the logo is on will be potential investors or work partners (such as carpenters, plumbers, electricians, etc)
3. Who are main competitors
 - a. <http://www.dittodc.com/>
 - b. <http://www.mackenziecommercial.com/real-estate-services/residential-development/>
 - c. <http://lanohadevelopment.com/residential/>
 - d. <http://antondev.com/>
 - e. <http://www.winncompanies.com/>
 - f. http://jfddevelopment.com/?pagerd_uoxabd4zpfad7abjfw29
4. How does your organization differ to your competitors?
 - a. We are small and more detail oriented firm that focuses on higher quality. We do this by focusing highly on project organization and efficiency.
5. Why are you seeking design services?
 - a. We are a new company that wants to have a professional first contact in our marketing materials. Our logo will be on everything we provide to our potential partners and needs to represent us and our company.
6. What message do you wish to communicate about your business?
 - a. Reimagine
 - b. Residential
 - c. Attention to detail
 - d. Professional
 - e. Knowledgeable
 - f. Change agent (takes intuitive to make things better)
7. What are your goals
 - a. To present a professional first impression that relates to our business name
8. Requirements
 - a. Text – Formal fonts, no cursive or calligraphy styles
 - b. Color – No pastels or neon, prints well on white background, legible in greyscale. Standard colors, (but gold and black are acceptable)
 - c. Logo image can stand alone without text
9. Design Ideas
 - a. Please see attached PDF for initial idea for what we want