

# To Make a Change – PPH Logo Brief

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## About the company:

### *To Make a Change (TMAC)*

To make a change is a socially minded company that has been set up to serve designers and entrepreneurs around the world.

The concept is simple – we build an online platform, which provides the opportunity for retailers that would otherwise not be able to access the global market, to sell their products. The end result will be an ever-expanding online shop where individuals, start-ups, designers and other retail lead SME's can showcase their products to a global audience.

The site will have a clean, fresh, simple design – which does more than sell these products, it tells their stories. TMAC will create a connection between buyer and seller, a relationship that is slowly disappearing in a world of mass production and over consumption.

The idea of To Make A Change stemmed from the need to start doing things differently – to raise an awareness of the end destination of the money spent on produce from around the world. By purchasing through our site – buyers can be confident that their money is going back to support the original designers and entrepreneurs who make these very special products.

## The TMAC Logo

The Logo will need to have two components: One to include the To Make a Change name itself (or TMAC, if considered more appropriate) With an additional image or shape. Then in addition this image or shape would be used on its own, eventually becoming synonymous with the TMAC brand.

## Items to consider:

- The logo (image or shape) could reflect the concept of making a change for the good – an evolution, or change of state
- This will be a classy, high end brand – appealing to the wealthier consumer with a conscience, an appetite for products

which are ethically produced and where through purchase they are supporting young starts ups rather than large faceless corporates

- It will become a mark of quality – almost like a stamp or a seal of authenticity
- It will need to be scalable – Useable in any size, from tiny to massive

## Sample Ideas



- Clean, simple, unfussy
- TMAC initials used to make a shape
- Tmac inserted within a shape?
- Incorporate concept of change of state
- Simple shape / image with To Make A Change underneath
- Seal of approval / Quality / TMAC certified

## Competitors logos

