Name: Gen3 Plumbing & Drainage.

The brand is called Gen3 Plumbing & Drainage due to the two business owners being third generation plumbers in their family. They are a tradesperson business not a corporate.

I want the logo to be very strong, masculine yet simple. I want the logo to be modern but a retouch of traditional perhaps to show they have been around for 3 gernations and are professional and experienced.

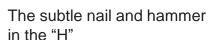
Preferably just text that has something slightly different to one of the letters or a brandmark.

I don't want the logo to be the typical plumbing style with lots of water drops, taps and pipes etc.

In terms of colours I would like something mainly black or grey perhaps with a slight bit of colour. Preferably blue or a darker teal. See below.

These are the type of logos that appeal to me.









I like that "G" could be used on its own as a brand mark.





I really like the brand mark element that could be used on its own. I had already commissioned a designer to make a logo for the business. I quite liked the design but it isn't quite right.

What I like;

- · The simplicity of it.
- The subtly of the pipes in the "3"
- The colours are okay but could be a different blue.

What I don't like;

- It doesn't look strong or tough enough.
- The font seems a little too corporate for me.
- It looks more like a "tech company logo" due to the font. I want a more bold logo
- It doesn't really have a stand alone brand mark.



REVERS COLOR





These are logos that I DO NOT like. They are too busy and too "typical" plumbing.









