

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 generations 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.



The subtle nail and hammer
in the "H"



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.

GEN3
PLUMBING & DRAINAGE

REVERS COLOR

GEN3
PLUMBING & DRAINAGE

GEN3
PLUMBING & DRAINAGE

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

