wip.me Logo and Business Card Design - Brief

Introduction

The purpose of this document is to define the desired outcome for a logo and business card design as best as possible.

I am not a creative person, but I am able to recognise beautiful design when I see it.

Therefore, please take all of the below with a grain of salt. Your creativity to come up with a simple, compelling design shall not be limited to the information in this brief.

As a next step after this logo design, I would like to get fonts and colours selected for the website and document templates (PPT, XLS, DOC) in order to assure brand consistency. Therefore, I have included some information about colours and fonts in this brief.

For any questions or clarifications, please contact me at robert@wip.me

I would like two rounds of review and changes to be included in the process.

Desired outputs are SVG, PSD files.

Who is "Work in Progress Consulting" - wip.me - ?

wip.me is a network of experts working together to help

- Creative design studios
- Advertising agencies
- Corporates
- Councils
- and hospitals

with their IT needs.

The people working in the wip.me network are experts in what they do and continually look for making things more useful and efficient in their own work and for clients.

At wip.me, we are driven by the user experience and we are detail oriented.

What we stand for:

- Do the right thing, no shortcuts
- Continually improve
- Honesty and integrity
- No detail is too small for us

How we work:

Each of our clients is guided through stages of

- Discovery
- Recommendation
- Design
- Planning
- Implementation
- Training and communication.

Engagements with clients are performed with a strategic outlook on improved information management systems and processes in mind.

We are working with our clients on achieving a defined vision together.

The wip.me logo

The logo should be connected to some or all of the following characteristics

- Easily memorable, recognisable and distinguishable
- User centric (consulting approach)
- Strategic outlook, long-term vision
- Connecting people
- Valuable, Elegant, serious, modern, professional, upmarket

Functional requirements:

- Must be a simple design
- Printable in greyscale
- Need a logo for desktop computer and one for mobile
- Needs to look professional on light and dark background (variations?)
- Rectangular and/or square version

Potential places it will be used and needs to be suitable for:

- Website
- Invoices
- Proposals
- Avatar (gravatar, social media, Skype, community boards)
- LinkedIn profile
- Letterhead
- Business cards
- Powerpoint presentations
- Favicon

Constraints/Assumptions:

The spelling of wip.me is all lower case. The logo should consist of the URL letters. It could have some or all words from the company name "Work in Progress Consulting" in the rectangular version of the logo?!

Potential ideas:

The below constitutes just a few possible ideas. Please do not let this be a boundary for your creativity.

- The logo could consist of the word "wip.me" which is also the URL for the website of "Work in Progress Consulting".
- As mentioned, a square and/or round logo will be used for avatars in Skype or social media logos, google searches logo. It will also serve as a favicon for the website.
- Example:
- and

Each member of wip.me will get an avatar picture that displays the person as well as the brand.

Example:

wip.me business card

The requirements for a business card are very simple.

- Simplicity in design is key
- Contains the following information on the front: wip.me logo, Email address, Title
- <mark>Variation of front design: wip.me logo, Email address, wip.me URL, Title</mark>
- Contains the following information on the back: "Have you filled in your metadata?"
- Context of first contact with wip.me, Date, Place -> to be filled in like a doctor would for the next appointment on their card, but by the person receiving the card.

Example data:

Email: robert@wip.me
Title: Director Business Development

Email: ryann@wip.me
Title: Videographer & Documentation

Email: tina@wip.me
Title: General Manager

Email: jonathan@wip.me
Title: Programmer and Product Development

<mark>Variation example</mark>:

Email: arjun@wip.me
Title: IT Consultant
wip.me URL: wip.me/Melbourne

Colour scheme design

To ensure a consistent brand experience, it is the intention to develop a colour palette that is used on the website, in word documents, PPT, Excel, screenshot annotations and any other files and/or places within files.

With regards to the logo, colour should be used sparingly, if at all and needs to be aligned with the below specifications for a future colour scheme.

The below information is provided in context of the development of a colour scheme and therefore NOT part of this engagement for creation of logo and business card!

The visitor of the website or viewer of a document shall feel comfortable and at ease when looking at the colours.

The impression that needs to be conveyed is "Freshness" "Reliability" "Creativity" "Brightness" "Lightness" "Trust" "Professionalism" "Clarity" "Simplicity".

Due to the fact that wip.me is dealing with different customer groups, the colour scheme cannot cater specifically to one vertical market.

Instead, the colour scheme that we are looking for should consist of colours that reflect the kind of business that wip.me is and represents the people working at wip.me (see images below)

Ideally, most of the colours in the colour scheme will harmonise with each other and one colour is used to set contrast.

On the website, the contrast colour will be used to guide the user to the next step and/or to draw the attention of the user to a certain path on the website.

In documents the contrast colour may be used for headings.

Fonts

The information in this section is provided for contextual information only.

A selection of samples for potential fonts can be found in the document "002 wip.me possible font selection" (DOCX and PDF available).

All fonts are either part of Word 2016 or are Google fonts

The fonts used are (in order of appearance):

page 1:
Chalkboard SE
Futura
Malayalam MN
PT Serif Caption
Libre Baskerville
Jomhuria
Righteous
Signika Negative (4x)
Playfair Display SC

page 2:
Open Sans (6x)
Work Sans (8x)

page 3:
as indicated in document

The challenge is to find the most readable font possible for the primary typeface that works on the web as well as in Word documents and is consistent with the brand image/logo.

The correct space between letters as well as between words is important for readability.

Open Sans is currently favourite as a body text font for documents and the website.