

# VELOCITY SMART TECHNOLOGY & VELOCITY SMART LOCKERS

## LOGO DESIGN BRIEF

### Summary

We have a company (Velocity Consulting, [www.velocity.consulting](http://www.velocity.consulting)), and an existing logo.

#### **New Logo 1**

We are creating a new line of business, '**Velocity Smart Technology**', and need to have a new logo for it.

#### **New Logo 2**

The first Velocity Smart Technology product will be '**Velocity Smart Lockers**' and we need to have a new logo for that too.

*Note: We might need one version of this new logo that is 'Standalone' and one version that says "Powered by" and then the existing manufacturers logo. Think of it like 'Intel Inside'. This version will be "Velocity Smart Lockers, Powered by..." and then the existing OEM Logo. The OEM is Apex Supply Chain Technologies, <https://www.apexsupplychain.com/gb/>.*

### **Brand Identity**

The two new logos should be related, so that the 'Velocity Smart Locker' logo is identifiable as a 'Velocity Smart Technology' product from the logos.

The Smart Technology range should probably be related to the existing Velocity Consulting logo / brand identity in some way – but does not have to be as we are open to creative ideas.

### **Size / Shape / Colour**

- Logos should be in vector format and scalable.
- 'Whitespace' should be transparent, **not** white, UNLESS white is critical to the design.
- Each logo should have two variants:
  - o fitting in a square ratio 1:1
  - o fitting in a horizontally rectangular version preferably with a ratio of no greater than 4:1 unless the designer feels it necessary to exceed this and the design would not work without.
- Our current logo is black & white. New logos can be in keeping with this, or complement it with new colours – but if colour is used, different colour options should be available – including a black and white option.
- There is (currently) no specified constraint about the size of our new Smart Locker Logo vs the APEX logo. Ours should be most prominent.

### **Logo look / feel.**

Words that evoke a sense of what the logos should convey are:

**Clean, Professional, Modern, Smart, Speed, Freedom, Choice, Time-Saving, Cool, Frictionless, Convenient, Innovative, Cloud, Digital, Easy, Effective**

# VELOCITY SMART TECHNOLOGY & VELOCITY SMART LOCKERS

## Supporting Information

### About us - Who are Velocity Consulting?

We are an Enterprise IT Consultancy. IT Service organisations engage us to help plan and deliver strategic change, build future proof modern commercial relationships and implement new technology and ways of working.

It is the mission of Velocity Solutions to be revered as the creative transformational consultancy that achieves success for it's clients, partners and employees. Using a fresh new approach, and with our real-world experience, knowledge and proven methodologies, our experts merge different industry best practices to solve business problems for our clients in simple, yet creative ways. Our consultancy approach helps inspire, educate and solve problems for our customers.

*Ideas inspire; Technology enables; People deliver*

Velocity Consulting is a people-oriented business. It delivers people-skills in the form of consultancy.

### About us - What is Velocity Smart Technology?

Enterprise organisations today face an exponentially changing technology landscape, and an on-going battle to support it.

Through our consultancy work we have identified key technologies that solve business problems, reduce costs, increase customer satisfaction, and deliver rapid results. Those technologies become part of the 'Velocity Technology' family of business solutions.

Velocity Smart Technology delivers business solutions in the form of Technology Products and Software Services.

# VELOCITY SMART TECHNOLOGY & VELOCITY SMART LOCKERS

## About us - What are Velocity Smart Lockers?

Velocity Smart Lockers are a solution which is flexible, agile, and we believe will revolutionise the provision of IT Customer Support.

A Velocity Smartlocker is available 24/7/365 and each one can save Enterprise businesses up to 85% of the cost of a level-2 engineer, and the ROI is less than 3-months!!

These lockers can be pre-filled with the most common IT Assets that need to be replaced – e.g. Mobile phones, Laptops, power-supplies, chargers etc. Then after a call to L1 support to diagnose a fault, instead of dispatching a despatch engineer to replace the asset during working hours (once that call is reached in their queue!), with a Smart Locker the L1 call handler can send a code to the user for them to retrieve the new asset themselves from the locker (and replace the old asset if applicable). The user can go immediately to their nearest locker 24/7 and get the new asset. No waiting. No queuing.

Velocity Smart Lockers really do revolutionise the provision of IT Customer Support.

## LOGOS

Velocity Consulting



- Has a logo now

Velocity Smart Technology

Design a new logo for this

- New Logo 1

Velocity Smart Technology – Smart Lockers

Design a new logo for this.

- New Logo 2

*NOTE: The OEM logos are included here for reference. One version of our new logo should say "Powered by" and then reference one of these OEM Logos:*

