Tech & Ops Logo Design Brief

Overview

The Advice, Banking, Digital, NZ and Capital Technical Operations Portfolio has been formed and we have decided to re-brand this large part of the IT community with a new name and logo.

We have shortlisted 2 names for the portfolio:

- DIGITAL WEALTH
- CUSTOMER AND ADVISER WEALTH SOLUTIONS

The next step is to design a logo for each of these option before making a final choice. This brief provides the design guidelines and acceptance criteria we are looking to meet with these new logo designs.

Acceptance Criteria

The following list of acceptance criteria provide the requirements we are looking to meet with the new logos.

- Create separate logos for each of the two options listed above
- The logo must include the text
- The logo should use the Digital Style Guide where possible (colours/fonts)
- Submissions should include options with text only and options with iconography/images
- We are an Information Technology department – so submissions should reflect this in the iconography
- We are part of a large Wealth Management organization – so submissions should consider reflecting this theme in some options
- Although we are a large corporate this shouldn't stop you being somewhat playful in some of your designs
- There is no company name to include in the logo – just the team name

Design Guidelines

Our organization has a set of existing brand guidelines – specifying the colors, fonts and other design elements that should be considered when creating new artefacts. The official Digital Style guide (Part1) will accompany this brief and should be followed where possible.