

About the Company

Brand Name: PRDCT co.

Also can be referred to simply as: **PRDCT**. The name is pronounced 'Product' but omits vowels to represent the focus on what matters most in product development: getting to a minimum viable product.

What is PRDCT?: PRDCT co. is a digital consultancy based out of Denver, CO specializing in product strategy & growth (marketing). PRDCT focuses on consumer-facing blockchain products, but also works across many non-blockchain products in the mobile & IoT space. Many of our clients are startups who are in the early stages of defining their product, but we also work with large companies across various industries who are looking to improve their existing products.

Our core services include:

- **Strategy:** Product Definition - Roadmap Planning - Product Research (User-Centered & Desktop) - Feature Specification - Concept Validation - Journey Mapping - UX auditing
- **Product Growth:** SEO - ASO (App Store Optimization) - Email Automation Strategy - Notification Automation Strategy - Content & Messaging Guidelines - Go to Market Strategy

Core Values:

1. We are a Partner, not vendor.
2. We value People > processes.
3. We (over) communicate with a balance of candor & professionalism.
4. We bring a solutions-oriented mindset to work everyday.
5. We are scrappy, yet skeptical.

Design Needs: Branding

What is Needed:

- Logo mark
- Brand color palette
- Font recommendations (to be used in branded material)

Examples of Where the Logo (& Associated Marks) will be Used:

Immediate uses will be...

- Client deliverables (PDF'd word docs, Keynote presentations, Product Roadmaps)
- Invoices
- Sales collateral (rate sheets, services overviews, proposals)
- Email signatures
- Social Media (specifically, the company page thumbnail on LinkedIn)

Keep in mind, we may also use branding assets for...

- A website (we're operating by word-of-mouth for now, but this could be in the cards)
- Signage (for an office or co-working space)
- Recruiting events
- On our partner's websites
- T-shirts & swag

Design Inspiration:

You can view logo work I like [here on Pinterest](#).

Brand aesthetics/descriptors:

- Minimalist
- Modern
- Polished
- Not overly feminine or masculine (gender agnostic)