

Herd Construction
Logo Design Creative Brief

Objective:

Create a new logo for an existing business – Herd Construction.

Details to be included in Logo:

- The business name – Herd Construction
- A graphic that helps represent what we do
- Tag line optional – Quality Building, Carpentry & Landscaping Services

Existing Branding & Colours:



Information:

The old logo is a little outdated and we do not own the full design suite therefore limiting marketing initiatives.

The company is a carpentry and building business and soon to be landscaping also. We require a new simplified logo that reflects what the business does, is easily recognisable and is more timeless than the existing.

The logo will be used across various marketing assets including; website, business cards, vehicle branding, brochures and uniforms. Attached is an example of the original logo design - we are happy to look at brand new concepts or an evolution of the existing.

Colours:

Traditionally the colours have been orange and brown – we'd like to see some new variations of these colours (a little more subtle) and are even happy to look at new colours. Some examples of colours we like together are attached below.



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