

### Quick Business Background:

We need a logo redesign for a company based in Queensland Australia called 'Paper Mill'. We work as the middleman (broker) between wholesale printers and retail customers. The meaning behind the name is synonymous with our values, we are taking the printing experience back into the early 1900's where customer service was key. The final design should communicate **OUR WHY**.

Below is our current logo. The purpose and intent behind this logo was to illustrate the "Paper Mill" aspect of the business. The gear/paper wheel is mainly a direct representation of the production rather than our company's overarching message behind it. We are moving away from the tag line print broker as we are expanding into newer ventures. The font also does not accurately illustrate the company's future as an 'innovative' service/quality provider.



### OUR WHY:

At Paper Mill we believe that customers in today's age have reached their limit of lack of service experienced with everyday necessities. The cycle of growth and development experienced through the growing age of the internet has breed aggregating aggregators, a complex "solution" to an overarching problem. Customers don't always know exactly what they want and sometimes need a helping hand from someone with the essential expertise.

Therefore the reason we have created this business is to listen, understand and effectively provide printing solutions to all forms of customers, new, growing or grown. We serve as the face of interaction between the factories and consumers who put faith in our business to represent their brand with quality printing products.

### Graphic design elements:

We are looking for a design that can remain relevant as we grow. We believe the simple the better but with purpose. The purpose behind our logo must, at first glance convey the message we are intending to be received, OUR WHY.

We would like to work with predominantly **BLUE** as we believe it accurately portrays the message of trust and stability, related to our why.

**Examples of what we want:**

NIKE: The pinnacle of simplistic design drawn together with purpose, evoking emotion with their overarching message all in one logo



Amazon: This design, same as NIKE has purpose and intention. It's simple, sophisticated and leave little room for interpretation.



FedEx: This design illustrated a simplinal message with their hidden arrow. Something we could incorporate with printing + OUR WHY.



Overall the winning design needs intention and purpose mixed with simplicity and sophisticated appearance. It must be unique. Think outside the box.

Your design should come with an explanation of purpose and message behind it.

**Obviously the design is up to your interpretation of the information above. But the winning design will look past the generic interpretation of printers/printing and print and focus more on OUR WHY and how the message can be conveyed to our customers.**