

360 Collective Design Brief:

Intro:

360 Collective (360C) is a Property Development Consultancy startup with a focus on helping clients achieve their development goals. 360C provides development advisory and management, feasibility studies, site finding / buyers agency and builder broking services. 360C aims to provide knowledge, insight and education to members and clients alike through a collaborative, innovative, fresh approach.

Style:

360C will differentiate itself from traditional old consultancy firms with a fresh & youthful, but professional vibe. The look should represent a traditional corporate business yet have a slightly techy feel with a future forward logo.

Think

<https://www.stockland.com.au/>

<https://www.dexus.com/>

<https://www2.deloitte.com/au/en.html>

Examples of artwork / sites **not** to copy / draw influence from:

<http://www.360collective.co/>

<https://www.360collective.org/>

Differentiating brand away from current retail consultants and music based non profit would be a good consideration.

The Goal:

Create variations of logo design. Including text: 360 Collective, 360C
Create / help select variations of Font style to use throughout materials.

Logos / Fonts required for:

- Website
- Business Card
- Favicons
- Facebook / Instagram Logo

Files types required:

PNG, AI / CDR

Font names / files also required