

Project Brief:

Background

I am relaunching my construction company 'Fundamental Design & Construction Ltd' which has been established since 1995. The company currently has no online presence or company branding so defining the company logo is our first goal.

The company project manages house refurbishments, loft conversions, extensions, and new builds. We have the capability to produce luxury high end finishes and are trying to steer new work in this direction. We are based in London, so there is an abundance of this type of work, however we need the company image to reflect our professional service to increase the trust of potential clients.

Design Requirements

The logo must be easily scaled onto vans, work wear, letterheads. We are primarily looking for a simple, clean design involving just text however would also be open an icon to represent the company.

I have had a go at creating a logo myself (see below) however have no background in graphic design so need a graphic designer to help enhance my vision and produce a professional company image. I am open to new ideas / concepts.

The logo should focus on either 'FDC' with the full company name below or 'Fundamental' with design and construction Ltd below.

The logo font must reflect that this is a professional construction company.

Colour scheme

Not sold on the font of FDC on this one but this is the colour scheme.

