

FIT4BUSINESS MARKETING

—

LOGO/BRANDING BRIEF

Hello Graphic Designers/Creatives,

LOGO DESIGN BRIEF SUMMARY

The company name, Fit4Business Marketing (F4BM), is designed to communicate, convey and reinforce that an organisation needs to keep their marketing 'fit for business' to ensure that in their specific industry/sector/market they are seen as the best in the field, attractive, engaging, credible, trusting, relevant and at the forefront/preferred choice in both the virtual and human market place.

Additionally, the name also conveys and communicates the importance that a digital presence and strategy requires a dedicated, trusted marketing communications expert and professional who can ensure their brand profiling, messaging and content are:

- Coherent, keeping fit, in shape and up-to-date with trends, as well as profiling, communicating and sharing their innovation, adaptability and being ahead of their competitors in their specific industries, fields, sectors and market
- Ensuring their marketing is a benchmark and go-to reference in their specific industry/sector
- Being on top of their game while differentiating themselves and standing out from their competitors and leading by example
- Trustworthy, dedicated, disciplined, inspiring and evolving

Open to a logo that could be just one symbol (Nike is a good example of this). However, as I offer services and am not a tangible product it may not work or be appropriate for my branding.

I also want it to represent and be symbolic of my service offer: a personal marketing communications trainer/coach approach and/or a virtual team member they bring in and contract from time to time to keep them on track, relevant and that leads, guides, trains, coaches and assists them on/with specific projects as well as providing marketing communications advice, expertise and support that they can't source within their organisation/company.

When we go to a gym, there are instructors and/or personal trainer/coaches on hand to assist us with our training and goals. And when we run, swim and/or cycle regularly we may also turn to a coach to provide us with instruction and guidance on how to maintain and improve our technique, body fitness and endurance plus learn the latest techniques. This

same rule also applies to a company's marketing and communications: they need to keep their marketing muscles strong and fit to stay in shape and keep up their pace with current trends and ahead of their competition/competitors. And be ready to learn, adopt and adapt new techniques.

Our company's objective is: improving, strengthening and increasing our clients 'marketing muscle' through the creation, development and delivery of engaging content and graphics that drive and attract new business as well as retain existing clients.

Ramping up and/or overhauling an organisation's digital profiling and presence is also covered in our service offer, in addition to published hardcopy communications: brochures, banners, flyers, promotional items, etc. Plus, the added benefit of a 'fresh pair of eyes and perspective'.

BRIEF SUMMARY SPECIFICS

- **Business Name:** Fit 4 Business Marketing/Fit For Business Marketing/
Fit4Business Marketing = F4BM (acronym)
- **Website domain:** www.f4bm.com
- **Objective:** want my logo to inspire people to pause, reflect and give them confidence and motivation to engage with me, win new business and to stand out in a crowded marketplace. Convey credibility, trust and professionalism.
- **Design Preferences:** looking for modern, minimalist, simple but classy, clean cut design that leaves a lasting impression, drives curiosity, engagement, recommendations and business via digital (website, social media - LinkedIn, Twitter, Facebook) + print (business card). Symbolic of what my company offers and delivers.
- **Colour Preferences:** no florescent colours.
- **Time: delivery by end March 2021 at the latest**
- **Budget: as specified**
- Simple design that can be used across numerous platforms (digital + print)

ABOUT FIT4BUSINESS MARKETING (F4BM)

Who is F4BM?

- **Fit4Business Marketing (F4BM)** is a rare blend of **Storyteller Marketer, Brand Expert and Communications Guru** thanks to the 'savoir faire' and expertise of **Penelope Stockdale**. Having trailblazed the digital highway and successfully created and delivered marketing and communications strategy and killer content, this storytelling, globetrotting nomad brings a wealth of branding expertise, communications advice, guidance, planning and support – plus top-quality content creation and a keen eye for graphic selection – to a broad range of customers and industries that drives business and generates tangible measurable results. See my LinkedIn Profile [here](#).

- Creating and delivering a range of tailor-made services from marketing strategy and storytelling to branding expertise, communications advice, guidance and support as well as savvy content creation, planning and graphic selection for a broad range of customers and industries are the cornerstones of our business.
- Professionalism – Creativity – Uniqueness – Trustworthy – Reliable – Thinks Outside The Box – are Fit4Business Marketing's intrinsic core values that lie at the heart of the business and what we do.
- **Spicing up companies marketing and messaging**, profiling the kind of culture, services and solutions they want to present and promote to their customers/target market(s) that sets them apart, makes them unique and rise above and stand out from their competitors and peers – **with a focus on storytelling, creative content and engagement** – are some of F4BM's specialities and core competencies.

The key objective of F4BM's marketing communications offering is to:

- Drive and build new business and concepts for its clients while maintaining, rebooting and reengaging existing customers
- Set a new marketing and communications benchmark for its clients in the sectors, fields, specialities and industries they are working and competing in
- **Create and deliver highly creative, clever marketing and communications strategies and campaigns, strengthening and reinforcing branding/design and delivering savvy copywriting and search engine optimized (SEO) digital/website content**, is truly at the heart of what we do.
- **Assist clients create and grow a business, launch, develop and expand a new service offering and attract new customers, plus increase 'cross fertilization' as the client base grows by selling to existing ones - together with delivering a consistent brand message and experience through a variety of digital channels** – is also one of our fortes.

The type of culture we are aiming to create and want to present is:

- Professionalism – Creativity – Uniqueness – Trustworthy – Reliable – Thinks Outside The Box – Trailblazer.

Our main focus/objective is: on **spicing up firms/companies marketing and messaging, launching new businesses/campaigns** as well as **profiling the kind of culture, services and solutions they want to present and promote to their target market(s)** that sets them apart and above their competitors and peers, with a **focus on storytelling, creative content and engagement**.

A summary of our marketing communications offering is:

- Drive new business for clients while maintaining and reengaging existing customers and to set a new marketing and communications benchmark in the sectors, fields and industries they are competing and working in.

- Provide an outsourced marketing and communications 'Concierge' service for clients from which they can pick and choose the specific marketing requirements and solutions they are seeking, work best for them and/or which are/or may not be available in-house. These include a range of tailor-made marketing solutions and support on a one-off, ad-hoc basis and/or on an ongoing basis and/or as part of an outsourced team.
- **Specialities:** content strategy and creation (for digital, print + video) including visual/image selection for digital communications, websites, newsletters, events, promotions, invitations, social media. Also offer competitor marketing research and analysis, benchmarking plus guidance and feedback on lead generation tools.
- **Brand values:** provide value for money, forethinking, clean cut, professionalism, sophistication, integrity/trusting/trustworthy and tailor-made. Responsible, takes initiative, creative, thinks outside the box. Quality and attention to detail (but not at the cost of affordability). Innovative (willing to take risks). Competitive challenge (ready to respond to customer needs).

Target Audience and Industry: SMEs, professional services firms, including legal/law, accounting and engineering firms, and sectors ranging from Advanced Manufacturing and Defence, Oil and Gas sectors, renewables/renewable energy, government to non-profit/not for profit (NFPs), membership/loyalty-based organisations and service sectors, such as hotels, restaurants/hospitality, travel and tourism as well as a broad range of SMEs – including professionally and family owned businesses - across a wide range of industries and sectors.

In terms of branding and style, make sure that it appeals to professional services firms and SMEs – including legal/law, accounting and engineering firms - as well as Advanced Manufacturing and Defence, oil and gas sectors, renewables/renewable energy, sustainable development, non-profits (NFPs) and membership/loyalty-based organisations plus service sectors, including hotels, travel and tourism, and government/public service sectors.

Company name: **Fit4Business Marketing** - also registered as **Fit For Business Marketing** – and **F4BM** – website url: www.f4bm.com NOTE: will only use this acronym version for the website.

However, am open to explore if it could also be a branding option.

LOGO CREATION, DESIGN AND RELATED INFORMATION

- Company slogan/tagline – still working on this and am undecided if it is required
- **Desired Logo style + type:** aiming for minimalist, sleek, clean cut, clever, eye catching plus 'leaves a lasting impression' are key elements but am open to suggestions: quite like Lettermark (example NASA), Wordmark (example Google) is

interesting, as my company name could be abbreviated to **F4BM**. Most importantly **select styles that appeal to the target markets**, including professional services – such as legal, renewables, accounting and engineering firms as well as government agencies and education – perhaps use heavier text that feels secure. Some examples I like are:

- Metaphysics – By Ian Douglas (Ex Perspective Drawing)
 - Build Up (by Eva Hilla) (Ex Simplistic Geometry)
 - Kourion - By Ian Douglas (Modernised symbolism/static motion)
 - Oishii Sushi Noodle Bar – By final idea (Ex Divergent Letters)
- Design style + Logo colours: styling and colours have not yet been defined. Open to your creativity and suggestions - keep in mind my target markets.
 - Logo considerations could be either (but am open to suggestions):
 - Lettermark Logo if business name is long
 - Wordmark logo as I have a distinctive company name (but probably not possible as it is too long)
 - **Use your talent and creativity to come up with a winning sleek, minimalist logo style and font**
 - Would consider an abstract mark symbol – logo that conveys what my company does – but overall **the logo must be modern, minimalist, innovative and convey creativity, trust/trustworthy, reliable, dependable and timeless...and what the company does and delivers.**
 - **Project timing and delivery: ideally by late March 2021 at the latest.**

PLEASE NOTE: Logo delivery requirements included in the budget are as follows.

Logo design must be delivered in multiple formats:

- High resolution vector format
- Web optimised format for website, social media + other digital needs
- Full legal copyright (to ensure my logo design is exclusively mine and that you release copyright design prior to final payment)

Thanks for your interest in my logo design project. I look forward to receiving your proposal.

Kind Regards,

Penelope
Fit4Business Marketing