

ATMOSPHERE CAPITAL Pty Ltd

Australian based start-up business run by 2 males. Atmosphere capital (AC) is a national brand.

AC is a commercial & mortgage broker across NSW, TASSIE, MELB and will grow Australia wide by 2025

Marketing Brief

- Logo and branding for
 - Social media
 - Letter head
 - Website
 - Merchandise
 - Business cards and stationary
 - Uniforms

Concept

- Dark Navy Blue background
- Gold or white imagery
- Must include name ATMOSHPERE CAPITAL
- Must include a logo that can be used on its own on uniforms and letter head etc
- Sophisticated
- Masculine and strong
- Not overly complicated design
- Simple

Target Market

70%

- Commercial clients
- Developers
- Accountants
- solicitors
- Property investors
- Males

30%

- Families
- Homeowners
- First home owners

Expectations on Time frame

01/06 first concept

03/06 re work if required

10/06 final concept