

Listing Mirror Logo Brief

Client

Name: Listing Mirror

Product/Service: Multi-Channel Product Listing Software.

Mission Statement (in summary): To provide software to ecommerce sellers to enable them to sell more and work less

Tagline: Sell More. Work Less. (this slogan really resonates to the founder/developer of the product)

Specs

Type of Logo: Text & Icon (with the icon being able to stand out on its own - e.g. sellercloud)

Proper Spelling/Capitalization: Listing Mirror (current logo **does not** reflect this, which causes customer confusion so needs to be clear in new branding)

Colors: Two colors - blue needs to stay as one of the primary colors, but the tone/shade can flex. Also multiple tints/shades of the same base blue can be incorporated if it makes sense. The current gray is too light, a darker heavier contrasting color would work better in the branding (again sellercloud is a good example of better color choice for both of these points)

Themes to Avoid: rounded (specifically the font), bubbly, cutesy

Font/Type Choice: For the logo the typeface can be custom (or a modification of an existing font). If going the custom route it's important to remember here the application. This is a software company so the custom type needs to pair well with an easily available font (Google Fonts, Adobe Fonts, etc. no niche type foundry fonts as a pairing). Otherwise the font can be one of these fonts that's easily available. A style guide is not needed here but please include the ideal font pairing to the logo. The client likes **crisp, modern, sharp sans-serif**.

No Tagline: Logo only

Applications: Primarily will be used in a digital environment, but other applications should be considered like clothing, trade shows, etc.

Impact/Vision

Adaptability: The logo design is for the core company (Listing Mirror). The actual software is called 'Reflector'. The software itself is not being branded. An important factor for the client is that there is flexibility on the branding. They may be creating additional software all 'powered by Listing Mirror' which may lead to a more minimal, modern logo (Atlassian is a perfect example of the vision they have with the Listing Mirror logo long term)

Desired Feeling Listing Mirror Brand Conveys: Practical, Powerful/Robust, Knowledgeable

Client Expectation of Logo: Sharp, Smart, Modern, 'Big Tech' feel, Fresh

Long Term Goal: For the founding couple to eventually sell Listing Mirror (3-5 year goal) into the hands of someone that can continue to build the brand with a growth mindset

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Current Branding



What Client Dislikes About Current Branding: Roundness, reflection (lack of adaptability on different applications)

What Client Likes About Current Branding: The blue, and the theme being centered around 'mirror'. Their product/software essentially 'mirrors' data from channel to channel.

New North Notes: Gray is too light, reflection is overly complicated and busy, font choice is poor

Past Themes That Have Been Explored: Chicago - founders are from Chicago and identify with Chicago. The brand should not feel specific to Chicago but some visual cues could happen here (e.g. using the Chicago flag blue in the logo/brand colors. A subtle nod to Chicago). Imagery of the Buckingham Fountain in Chicago has been used in the past. They like the 'pace of life' and 'work ethic' associated with big cities.

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Deliverables

One Logo. No taglines. No variations needed.

Conceptual design. An ideal conceptual logo would push it one step further past just 'mirror' and actually convey what the company and its product(s) offer. Lean into the tagline, which will appeal to the founder. Consolidation of data and lists pulled from external sources.

Additional Notes

Attached Docs for Reference: Current brand guidelines, revamped style guide of existing brand, screenshots of reflector app, **logos that client and New North like and represent thoughts on good direction for rebranding**