

Branding for TradSpe

Logo & Mood Board creation

My positioning:

I help:

- German SMEs
- in the energy and environment sector
- to set up or expand
- on the French market

My general ideas regarding the visuals:

- Something very graphic, simple, easy to read at 1 glance
- The colors of the French flag (on the right are the official State colors of France)
- A color representing green energy
- A symbol of either France or green energy

#dee5e9

#00A5D8

#eb7276

#e6001f

#001d6e

I have tried 4 different logos, but I don't like them.

Why?

They do represent the general idea of my trade,

BUT

☹️ they don't feel like me

☹️ they are not catchy

☹️ they are not fun

I am looking for something

😊 bursting with energy and life

😊 Frenchy & feminine & professional at the same time.

Engage your **French** audience

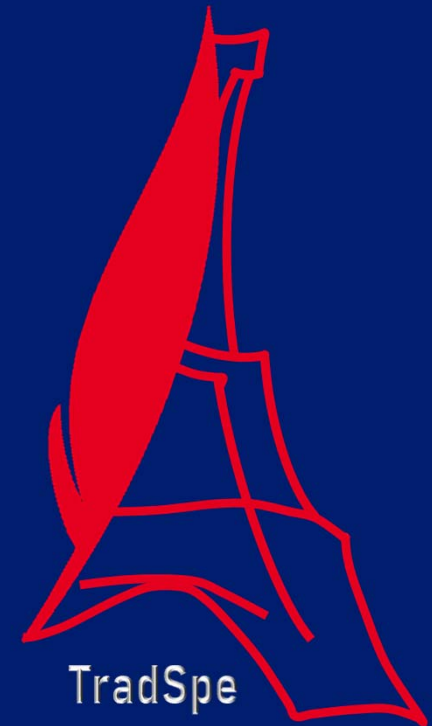


Conversion
Rate **+25%**



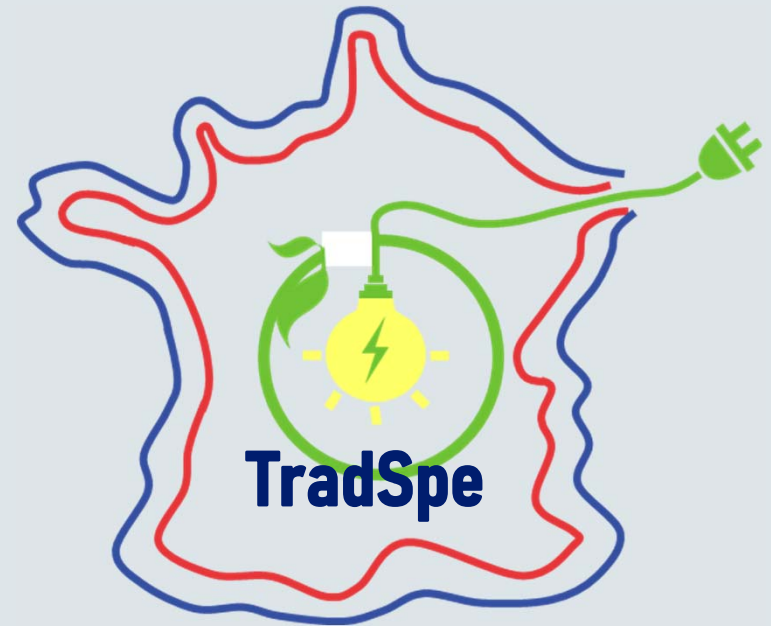
Engage your French audience

Boost your
conversion rate by 25%+



Engage your French audience

Boost your
conversion rate by 25%+



Engage your French audience



Conversion
Rate +25%

