



OX Solutions
Creative brief

March 2024

Positioning

OX solutions market position (aspiration)

- A start-up with the perception of a trusted leader in Operations Strategy Execution in heavy industry
- We want to be the first people our clients think of when they need to improve operations productivity
- Our aspiration is to create improved living standards for future generations

What is the company about?

- The company is called **OX solutions**
- We offer **Operational excellence services** and solutions in heavy industry (clients in mining, oil & gas, utilities) in Australia with potential development overseas including LATAM, NorthAm
- The O and X letters refer to “operational excellence”

Our targeted culture is: humble, fun, diverse, impact-focused, integral / transparent, agile / empowered, outward-focused, simple

Our targeted culture is NOT: Bureaucratic, hierarchical

Audience

Who we're talking to. Who we're designing for. And what they're looking for.

DEMOGRAPHIC: Who are they?

- Two key segments, all in heavy industry/mining sector
- Main focus for branding/messaging is segment one: end client

1. End client

- Job Title/Company: General Manager; Vice President (of operations/transformation/programs) and Manager level
- Background/Personality: Operations people with tertiary qualifications, skilled but lack capacity (own) to deliver change. Well educated, but not polished (prefer simpler vocab). Simple, practical.

2. Partners (ref only)

- Essentially this group are competitors as well as potential partners
- Small, agile, no fixed methodologies – good people

Brand identity and perception

Your brand personality; how you want your brand to be perceived by your audience

The 6 adjectives that define our brand are:

1. **Fun**
2. **Diverse**
3. **Humble:** Approachable and welcoming, integrity
4. **Optimistic** with realism
5. **Practical:** Analytical & agile with customised approach
6. **Niche:** boutique consulting

Desired brand perception		
Characteristics Look & feel	Voice Tone / Language	Behaviour Actions/Approach
Simple	Practical	Trusted
Fresh	Natural	Analytical
Connected	Friendly	Clever
Dynamic	Approachable	Agile
Agile	Simple, concise*	Dynamic
Professional	Open-minded	Collaborative
	Curious	Rigorous
		Passionate

*Clear, not academic

Key considerations for logo creation

1. **Brand Identity:** Your logo should reflect your brand's identity, including its values, mission, and personality. Consider what message you want to convey to your audience and how you want them to perceive your brand.
2. **Simplicity:** A good logo should be simple and easily recognizable. Avoid clutter and overly complex designs that may be difficult to reproduce or remember.
3. **Memorability:** A memorable logo is one that sticks in people's minds and is instantly recognizable. Aim for a design that is unique and distinctive, making your brand stand out from competitors.
4. **Scalability:** Your logo should look good and remain recognizable whether it's displayed on a small business card or a large billboard. Test your design at different sizes to ensure readability and clarity.
5. **Versatility:** Your logo will be used across various mediums, including print, digital, and merchandise. Make sure your design is versatile enough to work well in different contexts and formats.
6. **Relevance:** Your logo should be relevant to your industry and target audience. Consider elements, symbols, and colors that resonate with your customers and reflect the nature of your business.
7. **Timelessness:** Aim for a design that will remain relevant and effective for years to come. Avoid trendy elements that may quickly become outdated, opting instead for a timeless look that can withstand the test of time.
8. **Color and Typography:** Choose colors and typography that complement your brand identity and evoke the right emotions. Consider the psychology of colors and fonts in relation to your target audience and industry.
9. **Originality:** While drawing inspiration from existing designs is common, strive for originality in your logo to avoid confusion with competitors and establish a unique identity for your brand.
10. **Feedback and Iteration:** Gather feedback from stakeholders, employees, and target customers throughout the design process. Be open to constructive criticism and be prepared to iterate on your design to ensure it effectively represents your brand.

Logo brainstorm for OX solutions

Lean into the ox (animal) concept	Reflect company culture and values	Refer to Operational excellence	Show diversity
<ul style="list-style-type: none"> • Lean into the story and mythology around the Ox and its attributes <ul style="list-style-type: none"> ○ Chinese zodiac: People born as Oxen have unique qualities that shape who they are, including hard work, reliability, practicality, patience, determination, and loyalty. Oxen are known for being hardworking and reliable. They are strong and steady workers who don't mind putting in effort to get things done • Open (but not restricted) to see a stylized version of an ox as part of the logo: <ul style="list-style-type: none"> ○ Very unique in a competitive market that is just names or colours etc ○ Good for branded products, work clothing, etc. • Use fresh colours <ul style="list-style-type: none"> ○ The ox bit already grounds the brand but we don't want it to be stale / old-school 	<ul style="list-style-type: none"> • Culture: The company targeted culture is: <ul style="list-style-type: none"> ○ Humble ○ Fun ○ Diverse ○ Impact-focused ○ Integral / transparent ○ Agile / empowered ○ Outward-focused ○ Simple • Need to add an element of fun <ul style="list-style-type: none"> ○ Could be through the colours • Differentiators: <ul style="list-style-type: none"> ○ Simple but elegant (not sophisticated) ○ Professional but not too engineering technical ○ Originality: not the Red Bull or Lamborghini logos, versatility, typography 	<ul style="list-style-type: none"> • The logo should have the full name of 'OX Solutions' because: <ul style="list-style-type: none"> ○ Leaning towards full capitalization of OX ○ Refers to operational excellence, so having both capital aligns with the 2 words ○ "Solutions" word significantly less prominent than "OX" 	<ul style="list-style-type: none"> • Need to reflect that Ox are both male and female and that in our target industries, diversity is part of our clients core goals • Logo needs to reflect this and not be hyper-masculine in its style and colours • A male ox is a bull and a female ox is a cow. So ox is not gender specific. Having said that, it does have masculine connotations which we need to compensate for • Diversity is a key part of our DNA, talent attraction strategy (gender, nationality, backgrounds) and client/industry focus

NEXT STEPS

- Logo brief for the designers – March 14
- Logo proposals – March 22nd
- Logo review and selection – Start March 23rd