

# GoPlumbDirect Logo Brief

## Company Summary

GoPlumbDirect are a new starter business launching an on-line eCommerce store to provide suppliers for the plumbing industry. The company is initially being set up as an on-line business only, but with a view to look at potential brick and mortar stores across the country, if demand is found.

## Target Market

Our primary target market is the Business to Business (B2B) market, this will be any company or person that has a need for plumbing supplies, so that could be plumbers and plumbing companies, central heating installers, bathroom fitters, builders and renovators etc..

Even though the B2B market is our primary market, the general public will also be able to place orders on-line and have our products delivered directly to them.

## Current Competition

Apart from the general DIY suppliers...

- <http://www.screwfix.com/>
- <http://www.wickes.co.uk/>
- <http://www.homebase.co.uk/>

We really have 3 main competitors on-line...

- <https://www.plumbnation.co.uk/>
- <http://www.mrcentralheating.co.uk/>
- <http://www.plumbcenter.co.uk/>

The 3 main competitors is where our marketing strategy will be mainly targeting, they all have very large financial and marketing budgets and will prove very difficult to pull business away from these current suppliers.

## Our goal in a nutshell

Our aim is to become the largest, cheapest and most reliable plumbing supplier to the whole of the UK. Our main focus of our website being; very easy to use, easy to find products and look great... Better than the rest.

## The Logo Concept

We have already decided on the colour scheme for the logo, the HEX and RGB colour codes are...

- Green - #419a45 | 65,154,69
- Yellow - #b2d235 | 178,210,53
- Grey - #2b2b2b | 43,43,43

The green and yellow must stay the same, the dark grey however you can vary that slightly depending on the design and if it improves the look of the final logo, we do not want solid black or a light grey to be used though.

We are looking mainly for a text based logo so the choice of font is very important here, we are open to a logo with an icon or device, but we really do not want what you always see, pipes, spanners, water etc... These are used way too much and we would rather stay away from them.

Here is an example of something we like...



We had the idea to make the go and .com grey, a rough example... **GoPlumbDirect.com**, this is with a view that we may enter in to other industries and use the go and .com as a consistent feature between companies.

It's simplicity we are looking for but still look awesome and better than our main competitors, the flame to the right of the logo is a device we used in our linked company 'Hot water Cylinders', here is their logo...



## Competitors Logos

Below are the 3 main on-line competitors logo, whatever we do, our logo must look much better and be far more eye catching than the logos below.



## Logo Summary

We basically want a font based logo with a little quirk, using only the colours provided above and for it to be very simple and clean but have impact.