

Logo & Business Card Brief

Company name:	Interior Exterior Solutions
Tag line:	N/A
Describe the business	The business a project management company predominately for the construction industry, as well as offering project management work for building new houses, and managing earthquake repairs they are also an opt out consultancy business for insurance claims, this meaning that homeowners who are thinking of opting out to get a cash payout, go to Interior exterior solutions, who will look at the scope/proposal and costing's from the insurance company and either confirm that it is an acceptable price or will alter the scope and get additional work/costs added.
Target audience	Construction companies, builders and homeowners. So trade & homeowners of various ages.
Description of the style of logo	Clean, clear, strong and modern (Not too masculine/feminine, a good balance to will appeal to all)
Are there any graphical elements or images would you want the designer to use/emphasize in your logo? For example: Some Real Estate firms want Roof, House, Key, Door, Initials, Pyramid, Pillar etc.	There are no mandatory inclusions in the logo for a graphical element. The current logo has a home as an emblem, why a home? This would be the common line of work for Interior exteriors Solutions, when they're not project managing building new homes, or helping to repair an existing homes they are looking out for home owners best interests.
Do you have any colours in mind? Please specify if you do not want to see certain colors in your logo.	Open to colour suggestions bearing in mind the audience is trade and homeowner so mustn't be too feminine or too masculine.
Where will the logo appear	The logo will appear on business cards, letterheads, vans, website, and will also be printed on work t-shirts.
Font style	Clean, and honest, not flowery

tang marketing

Additional Information	The company is already up and running so is in need of a logo and business card.
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