

Company

We are a new import company selling designer water barrels. Our primary area for focus is California where there is currently a massive drought. We may also expand into other water saving products so we don't have to focus on the barrel aspect in any design – it could be more water based.



Product

- Water barrels that collect rain water direct from the downpipes of a house.
- They are imported from Europe and have strong eco credentials.
- Stylish and European in design, unlike most tanks that you get in America.
- Decorative – they can also hold plants
- Colorful – many bright colors are available.

Brief

- Design a logo that can stand alone or work with the website name.
- It should communicate contemporary style with a feeling of ecological awareness
- The website name will sit alongside the logo at any point as this will be the primary route to market.
- Website is – coolwaterbarrels.com
- Contemporary and stylish in feel – this is a \$600 plus product versus <\$100 where a lot of the barrels are positioned
- We may also expand into other water saving products so we don't have to focus on the barrel aspect in any design – it could be more water based.