

irisclean Logo Design Brief

The Business

irisclean is a young Sydney based cleaning business that services the pub and club, office, industrial and retail arenas. We aim to serve clients through high quality cleaning and effective communication.

Design Work Required

irisclean needs new branding that will appear on the website, email, stationery (business cards, letterheads etc.) and cleaners' uniforms.

The target audience is prospective and existing customers, suppliers and the general public.

Our objective is to pursue higher-calibre clients through a more professional business image.

We require:

1. Logo and motif artwork

Existing Material

A draft website is viewable at <http://217.199.187.200/irisclean.com.au/>

Logo

Convey a professional image with an enduring, simple design. Pleasant to look at and recognisable brand. Logo should be scalable and easy to print or display on any screen or media type.

Variations of the logo required:

1. Text and Symbol
 - a. Vertical
 - b. Horizontal
2. Symbol only
3. Dark background version of above

Motif

Allow viewer to make association with irisclean brand in absence of logo.

Will add some appeal to white spaces on stationery / web.

Motif may be used on the website, stationery, uniforms etc..

Style Guide

The style guide will govern a standard look for irisclean documents.

A concise document specifying how the logo, which typefaces, styles and colours are used on all.

Typefaces

Free to use and readily available typeface for use on web and print.

Specify typeface and styles for document headings, body, footer text.

Colours

Supply CMYK, Pantone (if any), Web colour values.

Artwork Files

All artwork to be supplied in a high quality, open format like SVG for easy use by irisclean.

All artwork to be the property of irisclean.

Deadline

Ten working days.

Miscellaneous Notes

See <http://217.199.187.200/irisclean.com.au/> for current style, iris typefaces (Montserrat variation) and colour scheme.

Open to suggestions on colour scheme.

Aiming for simple, timeless design that does not date or use current cliches.

Motif suggestion, a tri-band strip of the irisclean colours or simple geometric pattern.