

Logo / image design brief

Background

- Pangolin Associates is a niche engineering company specialising in sustainability auditing and research
- See current website: www.pangolinassociates.com

Objective

- We are launching a new company which focuses on the deployment of sustainable solutions
- This company's name is **SUSTAINABLE SAVINGS**
- There are 2 clear and different target markets:
 - 1) Large companies – wanting precision, professionalism
... similar persona to Pangolin Associates current
 - 2) Small businesses and homes – want simple, uncomplicated, “no-fuss” solutions from a business they can trust. This market segment has never had available expert engineers in this area before (mainly because of affordability)
- Your brief is:

Brief

A. Design a logo / image for **SUSTAINABLE SAVINGS**

- Targeting the large market (corporate and industrial)
- These customers are sought principally by direct selling, referral and networking
- No USP required, the name says it all (further explained at first meeting with client)
- We are interested in a sustainable green colour to be involved in the image
- FYI: the “sustainable” is for not only the environment but also their bottom-line ... our solutions create immediate savings
- Want a colour palette (2 or 3 other colours) that goes well with logo for marketing literature

B. Design a logo / image for **ENERGY BUSTER**

- A product owned by Sustainable Savings – targeting small businesses & homes
- This product will be mass marketed – online, telemarketing ... potentially advertising
- Definitely no USP required – the name clearly states product objective
- Interested in best colour/s to depict energy savings (i.e. maybe green)
- Want a colour palette (2 or 3 colours) that goes well with logo for marketing literature

MORE INFORMATION

In the near future we will be launching similar products in the water, waste and carbon area. This is important to know – we think mainly from a colour selection

THE FUTURE

We are looking for a graphic designer for much more further work