

Logo Design Brief

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David White, TMC Capital P/L

+61 418 647 900

david.white@tmccapital.com.au

Client

McKees Legal Solution
www.mckees.com.au

Requirement

New logo responding to new business offering.
Suitable for business card and stationary design
Incorporation to web site

Background

McKees Legal Service has for nearly 20 years offered highly personalised legal services in the Environment and Planning sector.

They have a track record of success, with a focus on resolving issues before court proceedings.

We are not normal lawyers promoting litigation, we are always resolving.

We have a well established network of clients who respect and refer them elsewhere.

MLS have another business offering called Accelerated Development Approvals (or aDa's).

The intention is to set up a new business strategy that will leverage of the success and reputation of the other two, with less focus on the MLS work

The new business is called McKees Mediations.

Scheme

The current McKees Legal Solutions color scheme is satisfactory and can be used, however a new colour scheme is not out of the question.

We prefer to select a design that has a few colour suggestions.

The current logo for aDa is well regarded in the local community with reasonable level of brand equity. It represents conflict between the natural environment and contemporary architecture and buildings.

Implementation

New personnel with tremendous experience and reputation have agreed to work under the new business unit. A sense of prestige must be conveyed with the new brand identity.

Objective

2 new logos.

The existing McKees Legal Solutions brand will be transitioned to a product brand rather than the parent identity.

A (Wordmark Logo) - 1 new logo to become the parent brand identity for the new business called McKees.

B (Pictorial/Abstract) – A logo for the new McKees Mediations business. This logo must fit with the current aDa logo as well

Existing Art

New material must fit in with the existing artwork.

McKEES
Legal Solutions
Local Government, Planning and Environment Law



McKees Legal Solutions Logo



aDa Logo



Draft website. "McKees" to be replaced with (A identity)

Structure

Current Structure

Parent

McKEES
Legal Solutions
Local Government, Planning and Environment Law



Product



Proposed Structure

Parent

New Brand Logo (1)

Products



McKEES
Legal Solutions
Local Government, Planning and Environment Law



New Product
Logo (2)

Draft Website: <http://27.54.86.49/~mckeesc/avanti/>

Confidential

This design brief and any submissions must be treated with the strictest of confidence. Once a design is selected we ask all candidates to remove any reference from McKees from their portfolio.