

FoxyShip.com Logo Design Brief

Corporate profile

Our company name is **FoxyShip.com**. We are an e-commerce marketplace that connects couriers/transport providers to users who require any items delivered specialising in same day deliveries. We are planning on launching a website that will assist the public in getting the best price real time for transport of anything.

Users (the public) upload items that require delivery, couriers/transport providers bid for that delivery and User selects

Market position

We are new into our market. Our main competitor is <http://www.shiply.com/>.

Target market

We are an international traded service based in Ireland but with global product. The main type of user any person or organization that requires deliveries of anything from a letter to animals to farm machinery etc.

The age profile would be from 20 – 60 and price/value conscious

Objectives

We are looking for a modern logo design; the company is innovative and fresh. We wish to achieve a brand that is easily recognizable and has some element of fun.

The logo needs to echo, clean, fun, trusting and strong – we will be playing on the foxy bit of our name.

Available budget

We have an allocation of **300euro** for our logo design.

Schedule and deadline

We wish to work to the following schedule

- Consultation (research, strategy, brief development)

- Creative (concept and design development)
- Production (artwork)
- Delivery

We have allocated 2 weeks for the design and delivery of logo.

Deliverables

- High Res JPEG's
- All original completed files, AI, PSD etc.
- Concept Designs
- Any revisions necessary of chosen concept

NB: Here is a sample of the website design; we are open to new colour ideas etc for the logo. We have also changed the name since this was developed.



Logo Design we like

<http://blog.mozilla.com/faaborg/2009/06/18/the-new-firefox-icon/>

<http://basecamphq.com/>

<http://wufoo.com/>