

# LOGO BRIEF.....

We require your service to help with rebranding work for our company.

Our initial requirements are as follows

Help with Brand Identity for the Website and Stationary through the design of existing Icon & name

## About Quat Chem:

Quatchem is a SME in Oldham which is involved in the manufacture of chemical Biocide and Disinfectant Hygiene products used in various product sectors:-

- A) Industrial, municipal and domestic cleaning and disinfection products.
- B) Livestock & Poultry disinfectants.
- C) Disinfection products for the Medical sector
- D) Hygiene products suitable for the dairy and food & beverage sectors.
- E) High performance hygiene product concentrates
- F) Biocides and Raw materials

Our company was founded in 1996, it has a strong record of supplying cost effective Biosecurity solutions. We have grown into a reasonable sized business. As we grew, we developed a logo, and used it to put our stamp on identity materials across a variety of media. To this point, these materials have served our needs, in part because our clients were predominantly interested in Bulk industrial products rather than small or branded products. Recently, we began diversifying our practice from a traditional focus on Bulk industrial chemicals to seeking clients who work in adjacent industries, serve market sectors and geographies in which our brand is relatively, or even completely, unknown. To meet this need a more professional corporate Identity is required for our website, Stationary and Brand Identity system.

The trade is split 70% overseas and 30% UK Market.

- **Three Key competitors:**
- *Cleaning and disinfection products*  
Competitors: (Henkel/ Diversey Lever)
- *Livestock & Poultry disinfectants*  
Competitors (DuPont Animal Health/ Kilco/Evans Vanodine)
- *Disinfection products for the Medical sector*  
Competitors (Henkle/Medichem International/Regent Medical)

- *Hygiene products suitable for the dairy and food & beverage sectors.*  
Competitors(DuPont Animal Health/ Kilco/Evans Vanodine)

- *High performance hygiene product concentrates*  
Competitors: Whewells/ Coventry Chemicals

- *Biocides and Raw materials*  
Competitors:Thor Chemicals/Huntsman/Stephan

- **Competitive Advantage** : Low Cost manufacturing base/Large product base/Quick response time/High quality independently tested products.
- **Target Market**: Overseas + Home Market , but predominantly Developing Economies China, S.America , M.East, Africa, Eastern Europe
- **Mission/Vision**: Increase Awareness of our brand through online marketing, To expand overseas market Share and acknowledge Quatchem as a leading global supplier of Bio security solutions.

#### Our Name:

The name is written Quat Chem or QUAT CHEM ( gap between quat and chem. ). Around or under the name could be the various chemical divisions stated above of the company . i.e Hospital hygiene , agricultural hygiene, etc.

Example ( just to show you what I mean not for design ref)



So there will be a logo , company name , with division somewhere within the logo

## Current Logo



The hexagonal shape represented a chemical symbol associated to one of the chemicals we produce. **We don't want to continue using this logo.** We need something fresh

We are very keen on something approaching the simplicity/minimalism, freshness and corporate feel of the BASF logo. Different Background can be used for various sectors.

Obviously be careful to avoid any copy write issues.



Logo will be used on the various letterheads and spec sheets and the same pallet feel will run through the website. The icon will be used on all correspondence so has to be printer friendly as I doubt we will be using pre-printed stationary.

We don't have any idea of the logo type we require. Could be the initials QC, or a shape, or whatever. Obviously something slick/modern and corporate looking.

Files to be provided in vector format Corel/Adobe format.

## Future requirements:

Anyone winning this bid will be offered the chance to rebrand the whole company as well as the whole website. Which is also in need of a re-work

Regards

Jawed Chowdhary

Director

Quat Chem Limited  
Drury Lane  
Hollinwood, Oldham  
OLN 7PJ

Tel. 0161 947 0177  
Mob. 07977 406322