

DESIGN BRIEF – SPECIALIST ECONOMIC ADVISORS

STATUS	DOCUMENT REVISION	EFFECTIVE DATE	DESCRIPTION
Baseline	1.0	26 Oct 2007	Initial Version

OVERVIEW

- This company has no existing logo
- This company is an economic consultancy to governments
- We **DO NOT** have existing elements, colors, font choices, that we wish to use in our new identity

DESIGN REQUIREMENTS

- Logo
- Business Card
- Letterhead
- Envelope
- "With Compliments" Slip
- Fax Cover Sheet

OTHER REQUIREMENTS

- Must provide us with both the PDF version and the source-files

TARGET MARKET

- Governments, Economic Departments, Insurance Companies
- Decision makers
- Ages typically 45 and up
- Male

TECHNICAL

The logo should be designed in three versions:

- Multi-color version
- Black and white
- Grey-scale



DESIGN MEDIUM

- The logo will be used in print and on the company website.
- Examples of print media where the logo may occur: program announcement, stationery (letterhead and envelope), brochure, sign, poster, banner, coffee mug, T-shirt, pencil, notebook spine, etc.
- The logo will appear primarily in the small scale of a printed piece, but may from time to time be displayed in large format, such as on a banner.

IDENTITY INFORMATION

Words that best describe the business:

- | | | | |
|--|--|---|---|
| <input checked="" type="checkbox"/> Dependable | <input type="checkbox"/> Traditional | <input type="checkbox"/> Fun | <input type="checkbox"/> Feminine |
| <input checked="" type="checkbox"/> Strong | <input type="checkbox"/> Mainstream | <input type="checkbox"/> Integrity | <input checked="" type="checkbox"/> Masculine |
| <input type="checkbox"/> Original | <input type="checkbox"/> Established | <input type="checkbox"/> Funky | <input checked="" type="checkbox"/> Progressive |
| <input type="checkbox"/> Unique | <input checked="" type="checkbox"/> Conservative | <input checked="" type="checkbox"/> Corporate | <input type="checkbox"/> Far Out |
| <input checked="" type="checkbox"/> Hi-Tech | <input type="checkbox"/> Creative | <input type="checkbox"/> Edgy | <input type="checkbox"/> Others: |

Colors we like:

- Red, Blue, Green (Bright Green), Black
- I prefer solid colors to faded colors
- I prefer solid blocks of color for logo colors – not “photo” type images

Colors we do not like:

Yellow, Orange, Pink, Purple

We reach our primary audience via:

- Word of mouth
- Direct mail / Direct email / Corporate Brochures / Website (in the future)

We do not / will not do:

- Printed flyers
- Television, radio or multi-media advertising

Messages we wish to avoid:

- Feminine
- Cliquey
- Disorganizes



SYMBOLISM IDEAS

- Shelter
- Cover
- Protection
- Lighthouse
- Beacon
- Growth
- Strong
- Umbrellas

SERVICES OFFERED BY THE BUSINESS


- Accounting & Audit Investigations
- Communications & IT
- Counter-Trade & Fund Raising
- Economic Consultancy
- Hostile Environments
- Kidnap & Ransom
- Law Enforcement & Security
- Natural Disasters
- Negotiation Services
- Risk Analysis
- Training

IMAGES TO IDENTIFY WITH

- Accountancy firms
- Government departments
- Economic firms
- Banks
- Insurance companies









SIMILAR, BUT NOT EXACT, COMPETITORS

WEBSITE	LOGO	COMMENTS
www.claytonconsultants.com	 Clayton Consultants, Inc. A TRIPLE CANOPY COMPANY	<ul style="list-style-type: none"> I like the logo Looks professional
www.control-risks.com	 Control Risks	Do not like
www.corprisk.com		Do not like
www.dyn-intl.com	 Dyn Corp INTERNATIONAL	<p>I like the logo</p> <p>Looks professional</p>
www.edinburghint.com	 EI Edinburgh International	I do not like
www.erinysinternational.com	 ERINYS	I like the logo
www.hiscox.com	 ASM HISCOX ASM	I like the logo
www.mpri.com	 MPRI an I3 company	I do not like
www.paratusiraq.com	 PARATUS WORLDWIDE PROTECTION	I do not like
www.securitybysabre.com	 Sabre INTERNATIONAL SECURITY	I do not like
www.aegisworld.com	 AEGIS	I like the logo



BRANDS AND CORPORATE IDENTITIES I LIKE

LOGO	COMMENTS
	<ul style="list-style-type: none"> ■ Solid ■ Masculine ■ 2 Colours ■ Aggressive
	<ul style="list-style-type: none"> ■ It is simple and solid ■ It is masculine (but not overly so) ■ It is 2 colours ■ It stands out ■ Progressive but not too progressive
	<ul style="list-style-type: none"> ■ Simple ■ Progressive ■ Strong ■ Solid and reliable
	<ul style="list-style-type: none"> ■ I like the concept but NOT the colours
	<ul style="list-style-type: none"> ■ Solid ■ Advanced ■ Understated
	<ul style="list-style-type: none"> ■ I like the logo ■ Good colours



BRANDS AND CORPORATE IDENTITIES I LIKE

LOGO	COMMENTS
 <p>Health Care Solutions Group DRIVING THOUGHT & ACTION</p>	<ul style="list-style-type: none"> ■ Solid ■ Conservative
 <p>Kyiv School of Economics founded by EERC and the Victor Pinchuk Foundation</p>	<ul style="list-style-type: none"> ■ Solid ■ Nice fonts ■ Nice use of logo and nice colors
 <p>FINANCE ALLIANCE FOR SUSTAINABLE TRADE</p>	<ul style="list-style-type: none"> ■ Nice logo ■ Makes me feel safe ■ <u>Good symbolism!!!</u> ■ 2 colors ■ Conservative
 <p>PHILIP MORRIS USA</p>	<ul style="list-style-type: none"> ■ Nice fonts ■ Nice style ■ Nice colors
 <p>Safe Harbor CERTIFIED SEAFOOD</p>	<ul style="list-style-type: none"> ■ Nice symbolism ■ Don't like the orange ■ Nice blue ■ Nice fonts
 <p>accountants IT tax & business advisers</p>	<ul style="list-style-type: none"> ■ I like the logo ■ Good colors
 <p>business aptitude</p>	<ul style="list-style-type: none"> ■ Nice colors ■ Good logo

