

Ambulabo Self-Adhesive Vinyl Planks: Logo Design Requirements

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Overview of Brand and Product Features

The Brand and target market

The brand is called **Ambulabo**. Ambulabo is a Latin word meaning ‘to walk’ in English. This relates to the nature of the products in scope, which are predominantly floor planks and planks (i.e. used to walk on).

- The target market is initially the UK, with intent to expand to other European markets.
- Product will appeal to anyone looking for an inexpensive way to brighten their flooring that is easy to install and maintain (tenants, landlords, those on a limited budget) – will not likely appeal to those looking for premium flooring solutions

The Product

Please refer to the following article, which gives a good explanation of the product: <https://www.thespruce.com/self-adhesive-vinyl-planks-1314720>

Features


1. **Environmentally Friendly**
 - Certified for low VOCs (Volaplane Organic Compounds)
 - Do not contain any phthalates
2. **Premium Quality and adherence to quality standards**
 - Manufactured using 100% virgin materials

- Our floors are durable and perform extremely well, being less prone to shrinking and ripping

3. Attention to detail

- Combining high definition photography and detailed embosses allow us to create floors that are both true to the look and touch of the natural materials that inspired our designs
- Our square edge boards lay flush against each other with little or no gap between the boards leaving the surface smooth. As well as being an attractive option for contemporary spaces, our floors are easy to clean as they leave nowhere for dust to collect.
- Our floors can work particularly well in smaller rooms as the smooth, simple surface will not give the floor too much detail and spoil the aesthetic.

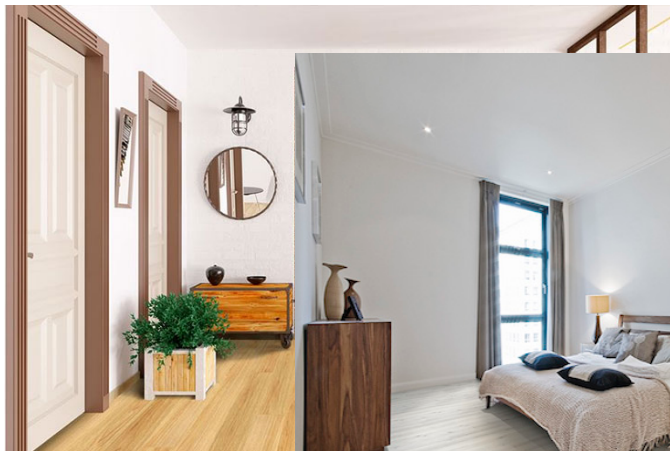
Product detail

Feature	Detail																
Colour	<div><p>We will initially launch with 3 colours , adding a 4th later.</p><ul style="list-style-type: none">• The three colours will be: Washed Grey, Natural Oak & White Oak• We will add Dark Brown later</div>																
Size	<p>Each plank has following dimensions. The dimensions will typically be mentioned as follows 36” x 6” x 1.8mm</p> <table><tr><th>Dimension</th><th>Inches</th><th>Centimetres</th><th>Millimetres</th></tr><tr><td>Length</td><td>36</td><td>91.44</td><td>914.4</td></tr><tr><td>Width</td><td>6</td><td>15.24</td><td>152.4</td></tr><tr><td>Thickness</td><td>0.07</td><td>0.18</td><td>1.8</td></tr></table>	Dimension	Inches	Centimetres	Millimetres	Length	36	91.44	914.4	Width	6	15.24	152.4	Thickness	0.07	0.18	1.8
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Logo Requirements

Listing out some features that we are seeking for the logo below:

- Slogan: **Premium floors and tiles**
- Memorable
- Relevant
- Can make use of appropriate colours to make the logo striking but not overly. Colours overlapping
- Modern and simple design – no overuse of graphics or images. Easy to understand symbols if used
- Original patterns
- Vintage
- Geometric shapes
- Realistic textures (particularly appropriate for this product)
- Complements where the product is likely to be used as shown in the photos below



Other brand logos

Below are some logos from major UK and international brands selling vinyl flooring

amtico

POLYFLOR™
COVERING THE WORLD

 **Karndean**
Designflooring

 **moduleo™**
Design Floors

Kährs®

MALMO™
LUXURY VINYL FLOORING

Paradise
Flooring

Armstrong®
FLOORING

