

Capital Solid Surface

New Logo Design Brief

Summary

We need a new logo designed for a construction company in Australia. Capital Solid Surface is a solid surface fabricator and makes unique, bespoke, curved custom created finishes.

Our unique selling point is the seamless, curved nature of our work and we would like our logo to reflect this.

We would like to see designs that use the colour green. Preferably a one colour logo, but a maximum of 2 colors is acceptable.

Our final design should convey quality, curves, and professionalism.

We would like the logo to be able to be represented both horizontally and vertically.

Company Background - Capital Solid Surface

Mission Statement: Capital Solid Surface creates the finest high quality, hygienic, custom designed Solid Surface solutions for a range of customers with unique & discerning tastes

Vision Statement: Growth through Value

Our Core Values:

- Commitment to Our Clients
- Commitment to Quality
- Commitment to Teamwork
- Commitment to Excellence
- Commitment to Progress

What do we do?

Capital Solid Surface is a solid surface fabricator. We make high end benchtops and coverings for the construction industry.

Our product can look like anything, and can be molded and crafted into any shape, we can sand out any join marks leaving one seamless unique object.

What is Solid Surface?

Solid surface is a man-made material usually composed of a combination of alumina trihydrate (ATH), acrylic, epoxy or polyester resins and pigments. It is a hygienic, non-porous low-maintenance material used for surfaces such as countertops. Solid Surface can be heated and bent into three-dimensional shapes using a process called thermoforming, making for a highly versatile material.

What sets Capital Solid Surface Apart

Curves & Shapes

Solid Surface Fabrication is a highly specialized industry. The thing that we can do that no one else can is curves – solid surface can be curved to any shape and is smooth to the touch. We would like our logo to reflect the curved rounded nature of our work which sets us apart.

Quality & Longevity

Solid Surface is a long wearing material – It is a quality product. Although quite expensive, a solid surface creation can last decades and be refinished multiple times to bring it back to life. We would like to our logo to reflect this quality.

Some examples of Solid Surface



New Logo Design Specifications:

Our Logo Should Be:

- Curved, without hard edges – to reflect the unique curved quality of our product
- Simple – easily identifiable at a glance. It should be unique without being complicated
- Timeless – Our logo, like our product, should be timeless and avoid trends. We would like to still be able to use long into the future without looking dated.
- Versatile – We would like to be able to use our logo in a variety of sizes and situations. It should be able to be produced in full colour, greyscale or black and white.
 - Ideally, we would like both a horizontal version and a portrait version of the logo.
- Appropriate - for our business and target audience.

Our Logo Design Style Should be:

- Mature over youthful
- Sophisticated over playful
- Luxurious over Economical
- Abstract over Literal
- Flat over 3D
- Minimalist over Illustrated

Logo Text

We would prefer for our new logo to use our initials – CSS rather than our full business name Capital Solid Surface. However, we are happy to consider both options

Colour Scheme

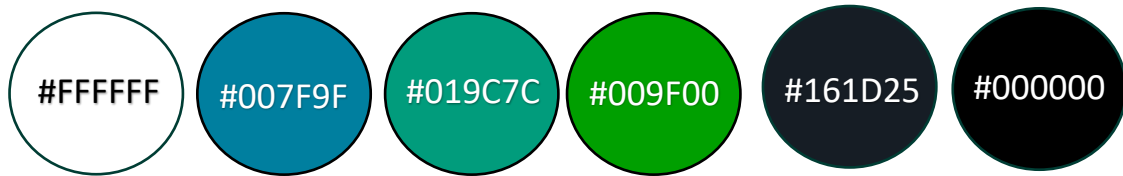
We want a versatile logo that will print just as well in colour or black and white. As such we would prefer a 1 colour logo with a maximum of 2 colors used

Our Branding Colour Palette has 6 colors including black and white. Our colour palette may be utilised in the creation of our new logo.



Base colour (preferred logo) colour: Green (hex code #009F00)

Capital Solid Surface Colour Palette



Fonts

Capital Solid Surface would like 2 fonts as part of our branding. We will use Calibri as our body text / document font and do not have any preference over our header / logo font – is this at the discretion of the designer.

However, the header font should pair well with Calibri & preferable have the same styles a's and e's. We have a budget to purchase a font for the logo if required but would like to explore free / low-cost options as well.

Customer Base / Target Audience

As we are a finishing trade, we primarily deal with business customers. Our business customers fall into 2 categories

- Joineries / Carpenters
- Interior Designers

Our clients are looking for a highly skilled, professional, reliable, organized & service focused Solid Surface Fabricator. Our brand needs to encompass an element of professionalism.

Our Solid Surface is a beautiful, expensive, high-end product and our logo needs to convey this quality, prestige and beauty / uniqueness.

Our Old Logo

For your reference, please see below our old logo. Reasons for updating the logo:

- Very boxy in nature & does not have any relevance to our product
- Logo font cannot be identified or used in other applications
- Logo resolution quality is poor and can't be printed professionally.

