

LOGO DESIGN BRIEF - PANAMA YACHT BROKERS

OVERVIEW

Who we are and what we do

Panama Yacht Broker is an international yacht broker located in Panama aiming to provide a world class experience to current and prospective boaters around the Caribbean who want to buy or sell their yacht.

Our Target Audience

Usually men in their late 30s to 60s, seasoned and prospective boaters who are well off in life. Whether they want to sell or buy a yacht, they are about to make important lifestyle changes. The audience used to be a bit centered around North America but it has become ever more global and evolving.

The industry

International boat deals are so full of tricks & risks you can barely imagine. Even more so in the canal: it's the world's #1 center for yacht-related transactions but it's a bit of a shady and dangerous area, you need some help there. Everyone who sells yachts [here](#) is some kind of competition.

What makes us unique or better (identity)

- Our yacht transactions are so smooth, it becomes all about the exciting and free lifestyle.
- Our guidance in all yacht-related matters, technology and transactions is awesome.
- The Panama canal is just a Mythical place for all boaters and boat-related stuff. It's a place that every boater has to see with his own eyes. It is also a center of international commerce.

THE DESIGN

The Deliverable

We want a logo to represent our unique brand and identity. It needs to come exportable in vector format for the web in general but also printable for various promotional materials.

Our current material

I kind of liked that my old logo (attached) represents in some way the canal as a center, but sadly it looks a bit like just some telecoms or cyber-related thing that happens to be in Panama.

Color

Navy Blue shades have been worn by many navies around the world for centuries (hence the name). I like a dark shade of Navy Blue like our #171849. Such kind of dark shade has to be a protagonic color in the new design.