**NewCo Logo Design Brief**

**Purpose of this project & deliverables**

We require a new logo and colour palette for our new company called **Planet Returns**, along with typeface suggestions.

The logo should include full colour, white on dark background and transparent logo formats

Defined hex colour codes

Logo usage. We intend to use the logo on websites, social media, PowerPoint presentations, marketing materials and exhibition designs

**Our story**

Once upon a time, physical retail was King. Then came along the internet which spawned new e-commerce brands, new shopping experiences, new solutions to enable this and the way consumers shop was changed – forever.

One of the biproducts of this new world is billions of dollars of product returns each year at significant cost to the retailers and a hidden impact on the environment resulting from returned products dumped into landfill.

Enter Planet Returns. Disrupting the post return supply chain by providing retailers with a ubiquitous specialist in-store network for customer returns, product refurbishment and resale. Removing cost, reducing waste, and once again putting small business retailers in local communities at the heart of how people shop.

We want to be good ancestors and we’re inviting you to join the movement to improve large retailer profits and reduce the environmental footprint of product returns whilst restoring the value of local specialist stores in our communities.

**Our purpose**

Our purpose is to transform retail returns into sustainable revenues and reduce the environmental footprint of product returns

**Target audience**

**Planet Returns** is a B2B brand for online retailers in USA, UK, Europe

Decision Makers: Chief Operating Officers, Leaders of Supply Chain & Logistics

**Unique proposition**

Brand personality & tone of voice

**Our brand personality….Planet Returns is…**

Innovative

* Great problem solvers
* Original
* Visionary

Service oriented

* Reassuring
* Warm
* Helpful

Masters of our trade

* Brave
* Inspiring
* Always learning to be better

Easy to work with

* Trustworthy
* Dependable
* Inclusive

**Our tone of voice…**

|  |  |  |  |
| --- | --- | --- | --- |
| **Because we are…** | **Our voice is…** | **This means our communication is…** | **But not…** |
| Innovative | Encouraging | Positive  Thought provoking  Contemporary | Overreaching  Dishonest |
| Service oriented | Reassuring | Helpful  Informative  Empathetic | Lacking in confidence |
| Masters of our trade | Confident | Inspiring  Thoughtful  Easy to understand | Arrogant |
| Easy to work with | Straightforward | Clear  Precise  Inclusive | Narrow minded  Exclusive |

**Design preferences/Creative direction**

See attached slides