



logo design brief

From Ali El Hussein <Ali@aeconsulting.com.au>

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To Janna Majed <janna@staysocial.digital>

Cc AE Consulting Admin <admin@aeconsulting.com.au>

Overview

We require a unified logo family for AE Group and its divisions. The logos should share a consistent style while allowing each division to have its own identity through feature colours and subtle variations.

Style & Feel

- Minimal, sleek, professional, and modern — timeless and adaptable across digital and print.
- A monogram “AE” element integrated into the design is preferred.
- Should complement the new proposal design and magazine-style aesthetic.

Structure

- **AE Group (Parent Brand):** Neutral, minimal colour scheme. This will be the umbrella logo.
- **Division Logos:** AE Consulting, AE Geotechnical, AE Remedial to use the same core logo design as AE Group but differentiated by colour and division title placement.

Colours

- **AE Group:** Black / Grey / White (base palette)
- **AE Consulting:** Base palette + feature colour (Olive or Navy – open to your recommendation)
- **AE Geotechnical:** Base palette + Emerald Green as feature colour
- **AE Remedial:** Base palette + feature colour (we’d like you to propose an option that complements the other divisions while remaining cohesive)

Kind regards,



Ali El Hussein

Director

B.E. (Civil-Structures), Dip.Eng.Prac., MIEAust

02 9037 0731

www.aeconsulting.com.au



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