**ResinScape Logo Creative Brief**

**Project:** Logo design for **ResinScape**, a premium Resin Bound System for driveways, patios, and walkways.

**Background:**  
ResinScape blends resin and colored aggregates to create durable, seamless, permeable, slip-resistant surfaces (sometimes known as “Stone Carpets”. Proven in the UK and new to the U.S., it offers a high-quality, low-maintenance surfacing solution.

**Target Audience:**

* Contractors and installers
* Homeowners upgrading driveways/patios or installing new
* Hardscaping dealers/distributors

**Brand Attributes:**

* **Premium & Professional:** high-quality, trustworthy
* **Durable & Reliable:** long-lasting performance
* **Beautiful & Natural:** aesthetic appeal with natural textures
* **Innovative & Modern:** unique, new-to-US product
* **Permeable & Sustainable:** environmentally conscious

**Design Goals:**

* Clean, modern typography
* Optional visual elements: resin flow, stone textures, aggregate patterns
* Color palette: natural stone/earth tones + eye-catching main brand color (see SEK brands: orange, bright blue, green) www.sek.us.com
* Works across digital, print, and product packaging
* Logo variations: horizontal, stacked, icon

**Design Deliverables:**

* Primary logo (vector & high-res)
* Optional secondary/icon mark and tagline (Resin Bound System)
* Color codes & font specifications
* Tone/Feel: Sophisticated, professional and modern; conveys beauty, durability, and innovation

A diagram of a base and water

AI-generated content may be incorrect.

A road with plants and bushes

AI-generated content may be incorrect.

A close-up of a road

AI-generated content may be incorrect.