

Logo Design Brief

Company Name

Iron Bridge Advisory Group

Optional legal name reference:

Iron Bridge Advisory Group, LLC

The Executive Monogram concept is the preferred direction. The bridge should be subtle and symbolic, not literal. The logo should feel more like Mercer, Gartner, Korn Ferry, or Deloitte than an HR consulting firm, staffing company, or technology startup.

Tagline

People. Performance. Profit.

Please provide concepts with and without the tagline.

About the Business

Iron Bridge Advisory Group is a workforce performance and business advisory firm serving small and mid-sized businesses.

We help organizations improve:

- Workforce Performance
- Human Resources Effectiveness
- Leadership Development
- Labor Cost Management
- Employee Wellbeing
- Business Performance

Our clients are primarily:

- Manufacturing Companies
- Distribution & Logistics Organizations
- Food Processing Companies
- Construction Businesses

- Family-Owned Businesses

We provide executive-level advisory services that help leaders make better workforce and business decisions.

Desired Brand Personality

The logo should communicate:

- ✓ Professional
- ✓ Executive-Level
- ✓ Strategic
- ✓ Trustworthy
- ✓ Analytical
- ✓ Intelligent
- ✓ Stable
- ✓ Established
- ✓ Premium

When someone sees the logo, they should think:

"This is a professional advisory firm that helps organizations improve business performance."

Industries and Clients

Our audience includes:

- Business Owners
- CEOs
- CFOs
- HR Leaders
- Plant Managers
- Manufacturing Leaders
- Bankers

- CPAs
 - Investors
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Design Direction

We are looking for a sophisticated corporate identity similar in quality and professionalism to firms such as:

- Deloitte
 - Mercer
 - Korn Ferry
 - Aon
 - Gallagher
 - Gartner
 - McKinsey & Company
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Preferred Logo Concept

Executive Monogram

Create a premium monogram using the letters:

I + B

The design should subtly incorporate:

- Bridge architecture
- Connection
- Strength
- Stability
- Partnership

The bridge element should be elegant and understated.

We do NOT want a literal bridge construction company logo.

Secondary Concept

A modern bridge-inspired symbol communicating:

- Connection
 - Growth
 - Guidance
 - Infrastructure
 - Business performance
-

Style Preferences

We Like

- Clean
- Timeless
- Elegant
- Corporate
- Sophisticated
- Geometric
- Minimalistic

We Do Not Want

- Cartoon graphics
 - Mascots
 - Generic stock icons
 - Clipart
 - Technology startup aesthetics
 - Staffing agency style logos
 - Overly busy designs
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Preferred Colors

Primary Colors

Midnight Navy

1	#0B1F3A
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Steel Gray

1	#596674
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Silver

1 #C2C8D0

White

1 #FFFFFF

Optional Accent

Gold

1 #C8A24A

Use sparingly.

Typography

We prefer:

- Sophisticated serif fonts
- Modern professional sans serif fonts

The company name should feel established and executive.

Required Deliverables

Final designer must provide:

- AI File
 - EPS File
 - SVG File
 - PDF File
 - PNG with transparent background
 - Black version
 - White version
 - Horizontal layout
 - Vertical layout
 - Icon-only version
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Copyright Requirements

The logo must be:

- 100% original
- Not based on stock artwork
- Fully transferable to Iron Bridge Advisory Group

Full copyright ownership must transfer upon project completion.

Final Goal

Create a timeless, trademark-friendly logo that positions Iron Bridge Advisory Group as a trusted executive advisory firm focused on helping organizations improve workforce effectiveness, leadership capability, and business performance.

The logo should look equally at home on:

- Bank loan packages
- Client proposals
- Executive dashboards
- Websites
- Business cards
- LinkedIn profiles
- Boardroom presentations

Desired First Impression:

Professional. Intelligent. Trusted. Executive-level. Results-oriented.