## Brand Information

1. **Logo Wording:**Neill, Cropper & Co
2. **Tag line**
3. **About:** Neill, Cropper & Company is a New Zealand based food and beverage import and distribution company, with offices in the three main economic centres: Auckland, Wellington & Christchurch. Founded in 1917, we continue to grow through our long standing partnerships with suppliers of high-quality products.

Our Vision is to be a world class sales agency of choice in New Zealand by building brands with our customers and partners.

Our core Values embrace absolute integrity, ethical business practice, approachable friendly down to earth service and a strong focus on the safety of our people.

1. **Sum up what you do:** Neill Cropper is a world class & one of New Zealand’s market leading distribution companies.
2. **Appropriate keywords and descriptive words or phrases**

Strong, Professional, Secure, Successful, Solid

1. **Perception** Confident Niell Cropper provides professional expertise second to none.
2. **What does the logo need to say about you or the company?**Neill Cropper is the distributor of choice for successful brands.
3. **Who is the target audience or intended market**?  World Class Brand owners looking for commercial success in New Zealand. Trade customer looking for greater brand engagement
4. **Are you unique or one of many?** Yes there is a wide range of competitors within the NZ market
5. **Your competitors**

http://williamaitken.co.nz/Home/0,271,1132,00.html

http://www.wilson.co.nz/

http://www.jamescrisp.co.nz/

http://www.twinagencies.co.nz/

http://www.dksh.co.nz/

http://www.kml.net.nz/

http://www.storelink.co.nz/

http://www.stuartalexander.com.au/

http://www.acorngrp.co.nz/

http://www.toplinemarketing.co.nz/

http://www.moiagencies.com/

http://www.universaltrade.co.nz/

**Technical & Practical Details**

1. **Where will the logo be used**
2. **What is the smallest and the largest place it which it will appear?**Stationery, pens to outside of building signage.

**Preferences**

1. **What visual style of logos appeal to you**? Simple concise
2. **Colours**? Two strong colours
3. **Are there and specific visual requirements?**No
4. **Any extra comments?**