**Design Crowd brief**

**Name your project:**

Create a logo for our new company “Kernel”

**Task description:**

We have just set up a new tenant representation business in Sydney, Australia. Owned and run by Steve and Paul, we act on behalf of tenants to source commercial office premises and negotiate leases. Our shared background in engineering and project management of fit outs provides an added layer of benefit to clients looking for high level direction from their advisor. We are alternative thinkers and our reputations have been built on providing very personal service. Our client base is strongly made up of repeat business, as well as referrals from existing clients. Whilst our client base has a strong leaning towards high end legal and financial services firms, our own offices are nevertheless raw and edgy in appearance, reflecting our palpable energy and our challenge to the norm.

We have chosen the name ‘Kernel’ for our company as it describes the most vital part of a great idea. We would like the logo design to reflect this essence. The font needs to be sharp and modern. The colours we would consider are aqua blue/turquoise, charcoal grey, yellow or purple. These can be used in combination or by themselves. We need to avoid red, green, blue and black as these are over-used in our industry.

Please note the registered business name is Kernel Property. We would like Kernel to be the dominant word within the logo, with property in smaller print. We would also like to have a simple ‘Kernel’ version.

Steve and Paul run the business and are the client facing front of the company – they deliver the brand experience. So, we thought it would be helpful to give you an insight into what they are like:

* Steve is recognised as one of Australia’s leading tenant representatives. He sits on property industry committees to represent the views of tenants and is regularly quoted in the press. Whilst seeing learning as a lifelong pursuit, he looks to ‘give back’ by presenting at a variety of industry-based courses.
* Outside of work, Steve has competed in many extreme running events and has completed 40 marathons, including the gruelling 250km Marathon des Sable in Morocco.
* Paul loves travelling, enjoys skiing and mountain biking and takes an enthusiastic approach to everything he does. He gets on well with both tenants and landlords, helping them to explore new opportunities. He is passionate about recycling building and office materials and has led initiatives in the Sydney market to promote sustainability.
* Paul and Steve will be fitting out the new Kernel office with a deliberate ‘pop up’ feel to it, with high end but reused furniture and fittings, within a ‘raw’ enclosure.
* After years of experience in the industry, Steve and Paul are looking forward to running their own independent business. This enables them to focus on particular projects or opportunities, such as lending free desk space to start-ups, working on socially responsible ventures and incorporating a sense of ‘giving back’ through their work.

**Timing**

The project duration is 10 days and we are keen to proceed quickly with the winning designer to a final logo. Our company will be trading from early July, and we will want to print our business cards and materials as soon as possible.

**Project Duration**

10 days

**Logo Text**

Kernel Property

**Package option**

Commit to spend on a GOLD project

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