

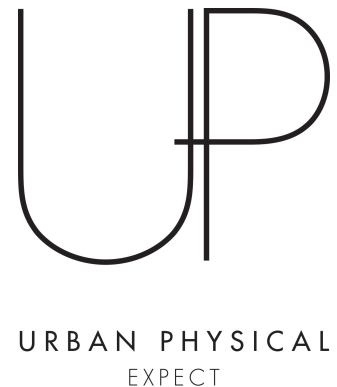


Logo Button Design Brief

We require four (4) round buttons (circles) in black and white. These will need to be sent to us in jpeg format. Each will be 5cm in diameter and needs to feature certain aspects of the below images as per our instructions:

Urban Physical

The design will feature only the U and P of the logo, which is also attached as a file. The design will be in only black and white. A thin black circle will surround the UP. The circle border and the text need to be the same size, at 3pt. The circle border needs to be black. The UP will sit in the centre of the circle. The UP needs to be exactly the same as the featured logo on the right.



Booko

The design will feature the book and the square, with the book, like the picture on the right, overlapping the square. Please find the logo attached. The design will be black with a white background. For example, the grey book and square, the orange pages will now be black, with the cream background turning white. The square and book will be surrounded by a circle with a 3pt border, with the book and square sitting in the centre of the circle.



Biz Style

The design will feature the text Biz Style, outlined on the right, with the text being as similar as possible to the original text. As with the previous logos, the text will be black with the background white, surrounded by a circle with the thickness of 3pt. The text needs to sit in the centre of the circle.



Unified Communication Partners

The design will feature only the two triangles, featured on the left. The image will be black for the triangle and white for the background. The image will not be 3D, but a flat 2D object. The triangle will then not feature the border, but rather become a flat triangle. As with the previous logos, the image will be surrounded by a black 3pt border circle, with the triangles sitting in the centre of the circle.



If this information is unclear, or you require further direction, feel free to contact myself directly through theteam@mymarketing.com.au. We have written consent from all parties to manipulate their logo design.

John Malone
My Marketing Coach