**Westpoint Financial Services: Logo**

**Project description:**

We need a logo which will be central to our company's corporate identity, and will be used on letterheads, business cards, the website etc. We are based in Adelaide, South Australia, right next to one of the nicest beaches. We are a new company, but our staff have over 100 years of experience in the industry.

Describe the 'feel' of the logo:

Growth, prosperity, corporate professionalism, exceptional service.

We have no preference for any colours or font styles.

What our business does: We provide a professional service to assist clients in arranging finance, as well as advising on business growth strategies. We deal primarily with all the major financial institutions in Australia, including the big four banks.

**Target market:**

Our target market is small to medium sized companies and businesses.

We do not generally target individual consumers directly.