

1 Mar 2016

Company name: Prosperity Finance

Project: New Logo Design

**IMPORTANT:**

- Please do not use "P" or "PF" as a part of design.
- No Bar charts
- No people with brief cases
- No sharp arrows
- No leaves, petals or anything floral

BUSINESS DESCRIPTION

- Mortgage Broking business. Residential, commercial property and business lending services
- Target market is small to medium businesses, individuals and families with multiple properties portfolio
- Main competitors are banks & non-bank lenders, other mortgage broking businesses
- Unlike our competitors, we do not sell loans on cheapest rates. We educate our clients about key concepts in investment banking that, when implemented, greatly increase client's financial wealth
- The image we want to project can be described as professional, corporate, yet modern, dynamic, responsive and innovative

ICON DESIGN

- The icon must have a meaning (subtle is ok), not just shapes in random order
- The icon needs to have not overly complicated, clean design. It must look great in small size and be easily recognizable from a distance
- Stylized graphical representation of growth, development, progression, dynamic movement forward etc. using geometrical forms is preferred
- We prefer icon to be on the right hand side
- Maximum of 3 colors must be used (including font). Green, blue, orange preferred. No red.

FONT

- Non capital letters preferred
- The word "prosperity" is preferred in bold

- Do not use cursive fonts
- The font(s) used in the logo will be used as our company's main font. We need it to have a big family (ie. italics, bold, light, semibold, condensed, etc).

#### LOGO

- The logo must work across all media. It is important that it works well not just as a logo itself, but also its shapes, colours and fonts. Would be great if you could show how it can be used (business cards, leaflets, mobile device etc)
- Logo needs to be provided in both colour and black & white (1 colour) versions. Which means that logo needs to be recognisable in 1 colour

#### TECHNICAL REQUIREMENTS

- Logo must be designed in Illustrator
- Provide logo in Vector, JPG and PNG formats
- Provide codes for the colours (for web and print)
- Provide names for any fonts used

The below logo is a sample that we like. We used it as a base for the project brief. Stylized error hints at growth, development, progressing and dynamic movement forward that we are after. It's just a sample – DO NOT RESTRICT YOUR DESIGN TO ARROWS PLEASE

