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 it's 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

