Name of the Project

Design the Logo for a newly established company: ECOFAST Construction; a building contractor producing cold-formed-steel framing structures, and supplying complete enclosures for residential and light commercial buildings sector.

Company Product/solution Offering

ECOFAST Construction offers paneling structures (framed walls, floor trusses and roofs) that are fabricated and assembled in a production site, and then erected at the construction site; A further process of in-fill, as well as internal lining and external finishing for the walls, partitions and floors can be offered for a complete turn-key building enclosure.

The Brand Name ECOFAST Construction was developed based on some of the key benefits (ECOnomical, and FAST);

Key features include:

* Low-rise Constructions that are fit for purpose, Green, Agile, Flexible, Strong, Durable, Turnkey, Single-Source, Lightweight, Fast track, Competitive, value-for-money, Innovative, ecological
* Supplying functional building envelopes:
* Support (to resist and transfer structural loads)
* Control (to regulate the flow of matter and energy of all types)
* Finish (to meet human desires on the inside and outside)
* Beneficial alternative to traditional building technologies

Offered solution presents the following benefits:

* Speed of Production and Erection
* Light weight and strong structures
* Accurate & Precise Engineering and fabrication
* Ecological (Recycled material and minimal waste)
* Environmental (good thermal, sound and moisture insulation)
* Competitive solutions to conventional building construction methods

Material and colors usually associated with the offered solutions include: Mainly Galvanized or Zinc-coated Steel (Silvery Gray) & lightweight Cellular Concrete mix (Light Gray);

Task Description

Create a logo with possible inclusion of brand line/ slogan; Focusing on creating the logo (wordmark, or brand name with symbol/icon) with related corporate color(s). We plan however on developing a complete branding exercise which will include company identity elements such as website, letter heads, business cards, brochures & flyers, T-shirts, etc…);

Wordmark vs. Symbol; considering that this company is new, the name ECOFAST Construction needs to be the brand thus one can consider simply a logotype; If brand name is too long, we may assess using ECOFAST on its own, whether as a logotype or associated with a symbol; But Construction /Slogan need then to be included somehow.

Must be flexible to apply on various backgrounds

Aims & Objectives

* Develop a Logo that portrays a professional and credible brand within this region
* Make the visual support some of the main brand attributes (Economical , Fast & Durable)
* Possibly Integrate tagline to further explain business

Look And Feel

Bold, Modern, Professional, Environmental, Economical, Friendly, Practical, Reliable

Tagline or Slogan:

* Fit for Purpose Building Enclosures
* Precision Engineered Building Envelopes
* High performance Building Enclosures
* Economic, Fast & Durable Construction Solutions
* Practical Building Science
* Enclosure Solutions for residential & light-commercial buildings
* Cold-formed Steel framing for Residential & Light-Commercial Developments

Industry / Entity Type:

Building/Construction Sector

Key Stakeholders:

1. Building Owners & Property Developers,
2. Architects & Engineers,
3. Builders & Contractors

Target Clients:

* Master Developers of residential districts, compounds, closed-gate communities
* General Contractors building turn-key facilities such as compounds, residential districts,,,
* Agencies promoting housing programs
* Individual home-owners and/or their representatives (architectural/engineering design firms)
* Developers of light commercial buildings

Target Market

Base is in the United Arab Emirates, a middle-eastern gulf-based country;

Expansion and growth may include other gulf and Arab countries in the region

Deadline

Thursday, March 31, 2016