

Logo Briefing Notes.

Name of Company: Ubico

Industry: Professional Services (marketing, project management, business consultancy)

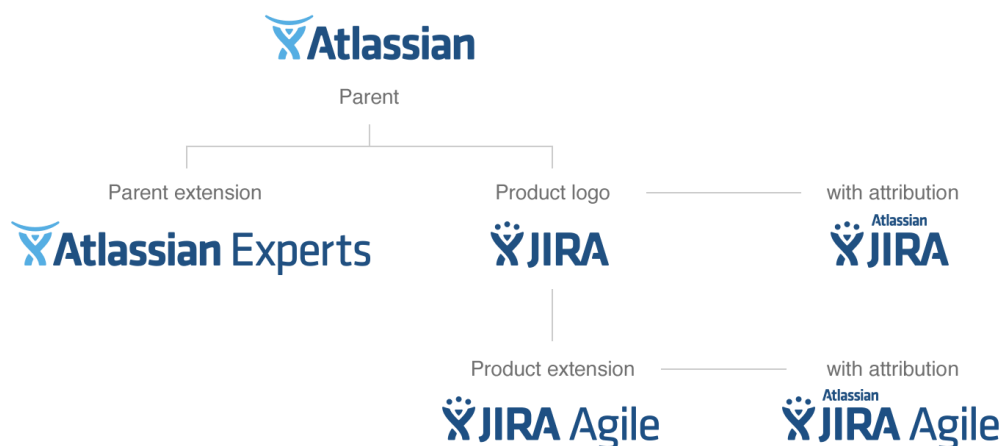
Logo Mark: I am looking for an abstract shape. The name of my company doesn't really give much to work with in terms of imagery, so an abstract is probably the best option.

Logo Type: Obviously the company name, but I would also like something that I can add brand extensions to in the future. Either underneath or beside. This would be for if I want to use sub brands such as:

- Ubico
 - Ubico Marketing
 - Ubico Project Management

I only need you to design the parent logo, but if you can have in the back of your mind that I will want to have extensions later that would be great.

An example would be the way Atlassian do this:



There is no tag line to be incorporated into the logo.

Look and feel

- Professional, clean and distinctive
- Tech/Social Media company style
- One colour – or two if one of them is black/grey
 - Colours I like (not both on the same logo!)
 - Orange e.g. PMS 151 C
 - Blue e.g. PMS 2172 C

Usage

Predominately on a white background. Ideally the logo mark would be distinctive enough to be used independently without the company name attached on some occasions.

I like the way HubSpot do this:



Other Logos I like

