

LOGO DESIGN FOR ONE ACCOUNTING LIMITED

Information about One Accounting Limited:

One Accounting Limited is a modern, young, vibrant, cloud based accountancy firm that focuses on more than just crunching numbers for their clients. One Accounting Limited focuses on **adding value** and **growing** their business.

One Accounting Limited's name came from the saying "One Team, One Dream". This means we work with our clients as One Team, to achieve One Dream – Their Dream.

One Accounting Limited's slogan is "**Better Business. Better Life.**" This is the message we want to promote to the client that we can add value not only to their business, but in turn, to their lives.

Guidelines for the logo:

The logo should be simple and modern and slightly abstract.

The logo can be incorporated into the name One Accounting or be above the name One Accounting, or to the left of the name One Accounting. Or you may want to make the word One the logo.

I like the idea of a hidden meaning behind the logo.

If possible, it should try and **abstractly represent one or many** of the following words associated with One Accounting Limited:

- Accounting
- Graphs
- Growth
- Business
- Technology
- Wealth
- Team

The logo will be used in several places:

- Website

- Letterhead
- Invoices
- On A Car
- Email Signature
- Business Card
- Stationery

The main colour should be a **Burnt Orange**. Other colours used by One Accounting include:

- Black
- Shades of grey
- White
- Shades of blue

A would prefer solid colours in the logo (ie not using gradients).

The Current Logo:

This is the current logo that was designed for me. I really like the simple logo design – modern clean font, and the subtle hint of accounting in the letter A. However, I have since found out that this logo was downloaded off a free logo website with the colours changed and the wording added at the bottom. As 11,000 other people had downloaded that logo, I want to change it.

Your design can be an improvement of this design, or something completely new.



Future Projects:

The logo will be incorporated into future projects, so some consideration of the style and how it can be used will help your design winning.

The winner of the logo design will be invited to design further requirements of One Accounting Limited:

- First Page Letterhead with Logo and contact details and bordering
- Secondary letterhead page with logo only and bordering
- Business Card front and back with spot gloss
- Annual Report Front Cover and Back Cover

Good luck! And thank you for assisting with my logo!

Examples of logos I like are on the next page:



Examples of Logos I Rejected are Below:



ONE TEAM, ONE DREAM

