

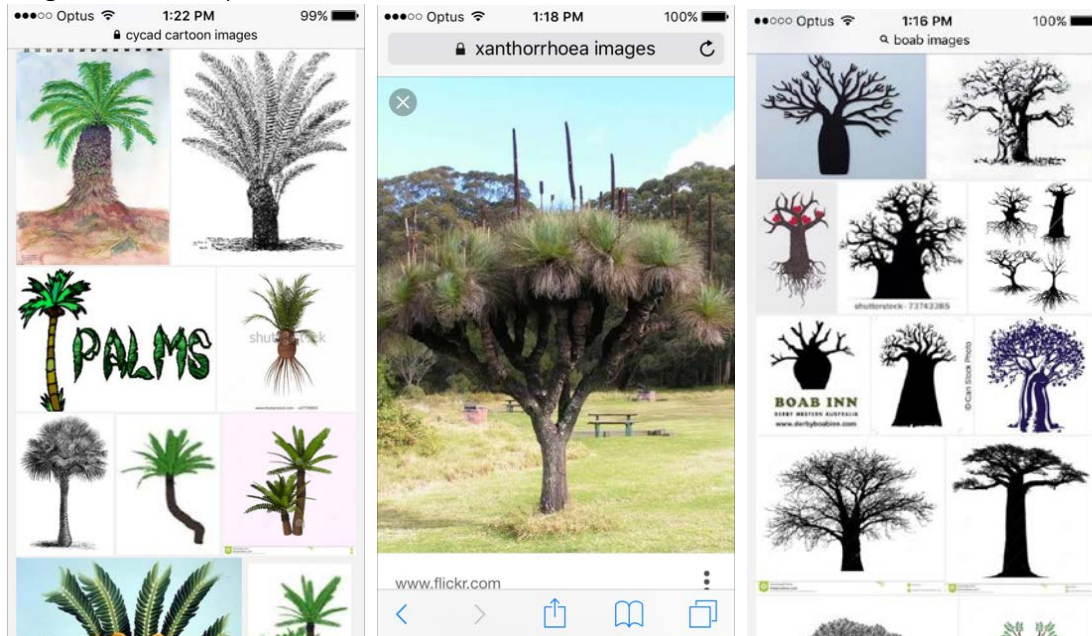
BRAND NAME:

Jensen Landscapes

BACKGROUND:

Jensen Landscapes specialise in Landscape Design, Construction and maintenance and need a logo.

Cycads, boabs and black boys grass trees are plants the owner likes using and are easily recognisable, long lived and fairly ancient.



BRAND POSITION

- Quality and cost-effective services
- Residential and commercial
- Middle, Affluent and aspiring clientele

WORDS TO DESCRIBE THE BRAND/PRODUCT

Quality, Trustworthy, Organic, Hardworking, Reliable

LOOK & FEEL

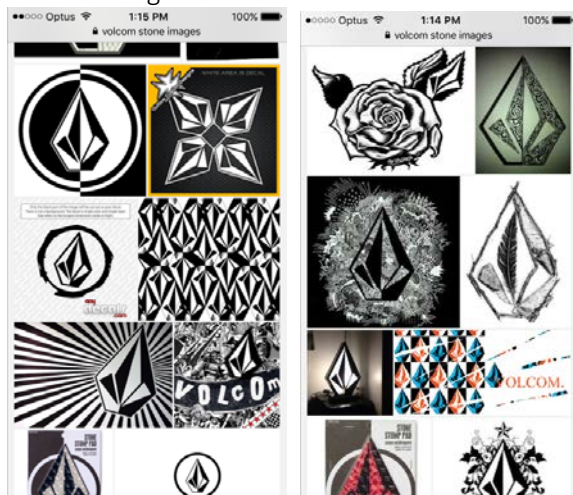
Organic and natural yet with a sense of refinement/clean/polished/Desirable. Brand is not too exclusive, it is accessible.

COLOUR PREFERENCES

Black & White

OTHER BRAND DESIGNS & WHY

Favourite logo would be the volcom stone it's always recognisable no matter how they use it.



COMPETITORS

1. Secret Gardens www.secretgardens.com.au
2. Outdoor Establishments www.outdoorestablishments.com
3. Think Outside Gardens www.thinkoutsidegardens.com.au/

Please note that all of these competitors have black and white logos

APPLICATIONS

Final artwork will be utilised for business cards, letterhead, quote and invoice templates, website logo, vehicle decals and staff uniforms (shirts and hats).