

## Objective

To produce a logo to brand for POS (point of sales) software in F&B industry.

## Our Business

We are based in Vietnam. ECO POS is POS software for coffee shop, restaurant (small to big). Our software had apps in iOS and CH Play. Our customer use this software to manage their business (order to menu manage, inventory manage, HR control, report and analyst, budget control,...).

**This product is our solution to help owners and managers change their business.**

## Target Audiences

### Primary Target

- Customers are mainly owners and managers of coffee shop and restaurant.
- Entrepreneurs who looking for a consultant to F&B industry.

### Secondary Target

- People who use this software to support their works in coffee shops and restaurants such as: waitress, bartenders, stock staffs, chefs,...

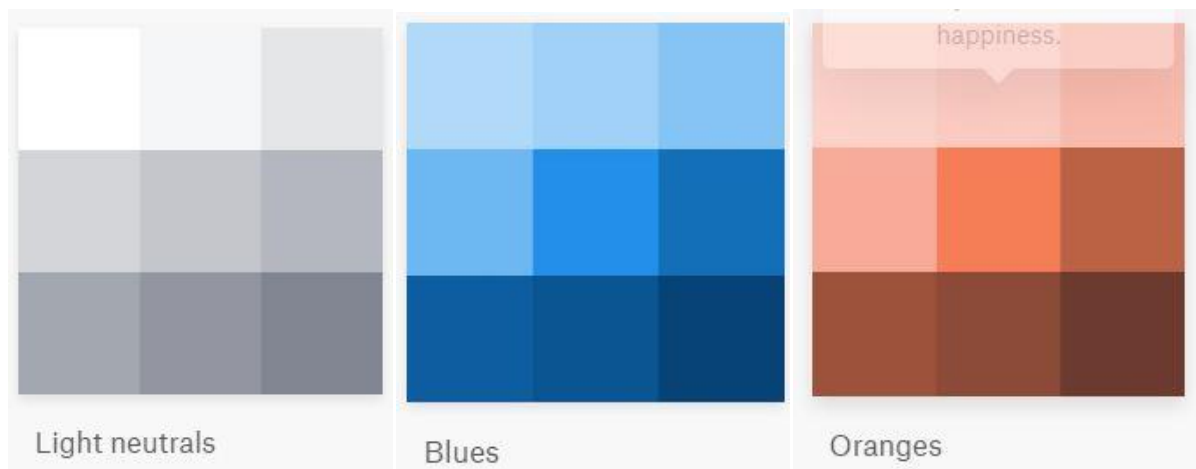
## Perception / Tone / Guidelines

- The design should be timeless.
- Simple, playful, modern, economical, but different with our competitor.
- We need something that will look good on our website, apps in smart phone, tablet, desktops. We want to communicate to everyone we bring the best/top solution in this industry.

## Logo Text (Two Alternatives)

**ECO POS**

**Color: we offer**



## LOGOs that We like

