

HAULRUP LOGO BRIEF

Jan 18 2017

- Company Name: Haulrup Enterprises Ltd
- For Logo: **Haulrup**
- Slogan/Tag Line: **Ignite Your Engine!**
- Note: the colors here are for illustration only
- **HAUL** Means to Carry or Shop, like carry your shopping bags. Since its n eCommerce Shopping site even thought its for traders, I used the word HAUL,
- **UP**, because we want to be always looking UP & Ahead. WE want to Go UP
- Haul**R**up - the **R** is just to make it like a Verb - an Action. Means, Lets Haul This UP, or Lets do Business

TARGET AUDIENCE

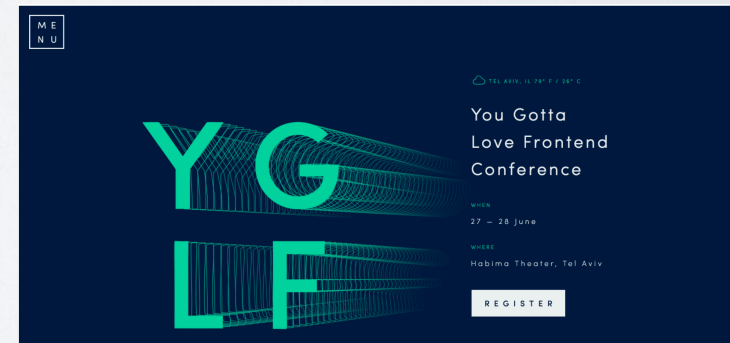
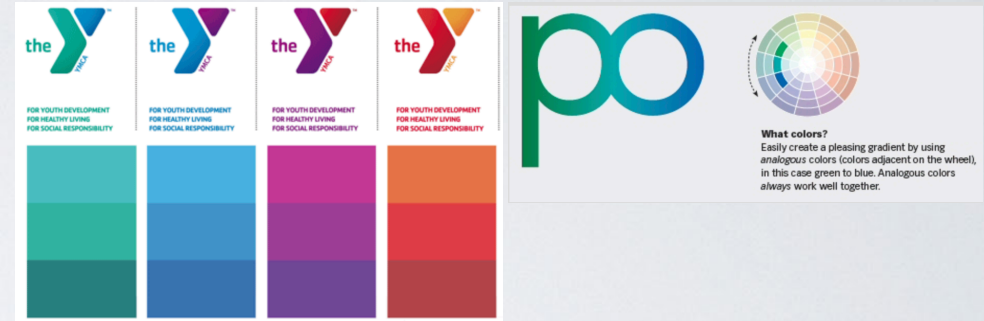
- Small & Medium businesses, traders, wholesalers of automotive spare parts, tools, machinery, other industrial products.
- Haulrup is a B2B ecommerce marketplace.

WHAT I DON'T WANT

- Logos that re just made of different fonts, even if stylized.
- Copies of logos already available in the internet, shutterstock, or other sites
- *Don't want cursive fonts like these.*
- In the following slides I have selected some logos from shutterstock for illustration purposes only, to show you what I like and what I don't like. These are for inspiration purposes only and may not be copied exactly.

COLORS

- Please use BOLD, BRIGHT colors. Don't want pastel shades, should be Bold, Bright.
- Can use 1, 2, or 3 color combinations
- Some colors I like.
- Looks like I like, Greens/Blues and Black ;)



LOGO DESIGN ALREADY AVAILABLE ON SHUTTER STOCK



- I like these 2 because they are bold and aggressive



- I like this because its bold and applicable to auto parts and tools traders



- I like these 2 because they are bold and have motion, movement and u very creative
- I like the curves because its feminine and elegant. (I' a girl ;o))
- If we could take inspiration from these two, choose colors from previous slide, I think it would be great.

LOGO DESIGN ALREADY AVAILABLE ON SHUTTER STOCK

- I like the “Assurance” & “business” message conveyed in these 2 images. Its about trust.
- I don't like the color combination in the first one, It looks very dull.
- The 2nd one the car design is f a very old boring car she. Color choices are all boring - basic red and blue.



- This one is interesting.
- Needs to have one with color option, not jus old.
- Of course we cant copy these exactly, these are f inspiration only!

LOGO DESIGN ALREADY AVAILABLE ON SHUTTER STOCK

- These are all too common and don't convey much.
- I don't want logos like these



I LIKE BRIGHTER TONES LIKE THESE

The Martian Colour Wheel

24 evenly spaced hues - corrected for tone

