Here is your brief.... Good Luck!

New and customer focused gyprock/plastering business with a fresh personality and brand which stands out! We will be passionate about everything we do, we will change our customer’s lives, and we will be professional and complete the job on time. We will set the trend for best practice and always deliver on our promises. Simple yet sophisticated and intelligent. All our customers, business partners and our people will have a memorable experience. We want people to refer us because of high quality of workmanship and finish, great customer service that we provide and work is completed as agreed.

Please read the Logo Design Brief in more detail and Gyprocker/Plasterer Role Profile.

**Company-related questions**

**How would you describe your services and/or products?** Service orientated, dynamic, focused on high quality of work being performed, high customer focused with completion of work being done on time.

**What are the long term goals of your company?** Our vision is to provide access to our services nationally, we will become a well-respected and successful national brand which appeals to everyone looking to buy or sell a property. We want to win the No.1 Consumer Choice!

**What do you want your new logo to accomplish?** Really capture the essence of who we are, be impactful and memorable. Differentiate us from the rest. Clean, easy to read and can easily apply to various print media and online.

**Who are your main competitors?**

**Plasterers and Gyprock Businesses in Sydney both small to medium.**

[**http://www.sydneywideplastering.com.au/**](http://www.sydneywideplastering.com.au/)

**How are you different from your competitors?**

Many of the competitors are sole traders or businesses that are not customer focused and which tend to vary when it comes to quality of work being done on a consistent basis. Some of the businesses lose trust and have problems attaining new customers or being referred by raving customers.

We want to be fresh (new approach), trustworthy, modern, energetic in the way in which we sell and market our services. Our culture will be focused on high quality of work being demonstrated with a high customer focus and work completed on agreed time.

We will treat customer and be highly engaging when providing services for our customers, we will use best practice. We will provide the best value, charge customers less than any other business in the state, because our customers deserve this.

**What’s the age range of your target customer base?**  
EVERYONE.

**Project-related questions**

**How would you like the typography to appear?** Not traditional, clean and crisp. Timeless.

**Where will you logo be used?** *All types of print media and web*

* AI, primary source file, use multiple artboards for variants
* EPS, universal format for programs aside from Illustrator and other Versions
* JPG print
* PNG web format
* SVG web format for responsive design
* TIFF uncompressed print format
* PDF print format

Vector image required in AI and PSD and CMYK

Also need both CMYK and RGB colour mode.

**What NOT TO DO!**

User 3D shadowing or change the logo in any way other than resizing for example.