

Company's name : EasyBoston.

Associates : Lionel, Marie and Pauline

Our Website youreasyboston.com (because easyboston.com was already booked).

Tag line : Profitez de notre expérience

Context : Relocation agency

Our goal is to help french speaking people to settle down in the Boston area.

We are offering a daily updated website with all the information they need before the departure, at the arrival and then for their daily life.

We also offer one to one interactions with our customers by email, skype, phone and seminars on specific topics they would need to explore.

Finally, for our corporate customers, we offer a full package that includes a personalized and face to face support to find an accommodation / healthcare plan / school / etc. and to help them with the administrative tasks (Social Security, driver's license etc.).

Our strength is that we are all 3 recent expatriates to the Boston and we experienced first hand the turmoil that can be an expatriation. So we are perfectly equipped to guide and support our customers and help them to go through the expatriation process and avoid any traps.

Targets :

- Companies that ask french speaking workers to relocate to Boston
- French speaking entrepreneurs, and individuals working for smaller companies that are moving to the Boston area without the help and support of their company
- French speaking students that are coming in the Boston area to study in one of the local universities

In the near future, we think about opening subsidiaries (EasyNewYork, EasyMontreal, EasyChicago etc.)

Messages that we would like to see in the logo:

- Move
- Settling/installation
- Support/help
- Personalized contact
- Relieve stress/stressless
- To guide
- Easy
- Experience
- Trendy (age : between 18 and 45)

For your information :

A first designer did some proposals (see the MAQUETTE Easy Boston.pdf and Logo YED.pdf files).

At the beginning, we liked the lighthouse (idea of guide during a storm – moving and Boston is a harbor) BUT finally the lighthouse is too much used, too “sailor” oriented, too institutional, too old fashioned not enough dynamic and young.

Moreover, the logo with the Lighthouse is too big, takes too much space and would not be convenient to use in a website top banner.

All the other logos on those pdf were **rejected!**

Two (similar) logos we like to inspire you:
airbnb and move easy

Web site we like of a company with a similar activity

<https://www.moveeasy.com/>

Competitors:

local competitor :

<http://mulberryrelocation.com/>

Global competitors:

<https://www.crgglobal.com>

<https://www.santaferelo.com/>

<https://www.cartus.com/en/>