

Task: New Logo

Nov 22, 2017

Requirements

1. The name is “tasko”
2. “tasko” is short for “task outsourcing”, we like to put emphasis on the “o”:
➔ the “o” should be designed in a creative way and stand out from the rest of the name through used color(s) and form/symbol.

Furthermore, whatever you make out of the “o”, it should also work as a **symbol** that represents our business and **look good as “stand alone”**.

Here an illustration to underline what we mean (please don’t use this as a direct reference for your design, font and symbol should definitely be changed – this is just a quick draft). Also, you’re not restricted to use a predefined set of colors. Please come up with whatever you think works best.



3. The design should look **futuristic** and it should have something **unique** that makes it distinguishable. The font should look sharp / **crisp** and should be easy to read.
4. On the next few slides, we give you more information about our business and the values we stand for. Furthermore, we have found some logos that we think look cool – you might get some inspiration from those. Feel free though to surprise us with something entirely different.

About Tasko

We are building a Blockchain-based task outsourcing / freelancing platform with integrated quality-assurance mechanisms.

Tasko is a two-sided platform (business clients <> freelancers). We need a logo design that works well for both sides.

What do we wanna stand for when addressing **clients**

- **Quality assurance**

We acknowledge that quality is the number one factor for satisfying our customers (and for most the number 1 reason why they choose Tasko over a competitor).

- **Convenience**

The outsourcing process on our platform is **hassle-free** from a user perspective – as quick and simple as it can get.

- **Social**

Our system treats freelancers incredibly well – if customers outsource to us, they actually make the world a bit better with every single task.

What do we wanna stand for when addressing **Freelancers**

- **Reliability:**

As much as clients want quality assurance, freelancers wanna be assured that they get compensated for the quality work they're providing, always and on time.

- **A great place to work:**

We wanna make sure that our freelancers always feel “**at home**” and in good companionship when working at Tasko.

Tasko core values

- **Quality** work
- **Convenience** for clients
- **Decentralized** business model
- Creating the **Future** of digital work
- **Social** standards

Key attributes to associate with our brand

- **Hassle-free**
- **Quality**
- **Crowd-sourced**
- Timeliness
- Fast delivery
- Office extension
- Globalization
- Fluctuation
- Remote workforce
- Contingent workforce
- Future workforce
- Productivity
- Support
- Transparency

Bold = prioritized attributes

Emotions our brand should be associated

- Security
- **Safety**
- Collaboration
- Satisfaction
- Happiness
- Gender equality
- Human rights
- **Stress relief**
- **Human touch**
- Help
- **Relax**
- Balance
- Enjoyment
- Pleasure
- Well-being
- **Comfort**
- Rest
- Luxury
- Delight

Bold = prioritized emotions

Some logos we like

