**Design Brief – Design Crowd**

**Attic & Roof Conversions**

We are a building company that specializes in converting roof space into living space. We have been in the business for 38 years and we are the original attic conversion company in Sydney.

Our target market is anyone that wants more space in their current home. This is often families looking for extra space for the kids, parents wanting their own parents retreat, or just generally anyone trying to achieve a new study area, an extra bathroom or storage space. They are looking for a quality building company with a great reputation.

Our point of difference to our competitors is that we were the original company to offer attic conversions in Sydney.

We currently have a logo

ATTIC **CONVERSIONS**

AND

ROOF

(A DIVISION OF PJ HOUSTON PTY LTD) ACN: 001 795 955 ABN: 92 942 480 307

and we use the words “don’t move out, move up!”

**Design Project Goals**

We are looking for a designer to incorporate our original logo – the roof above - with a great new colour scheme and font style for the words “Attic and roof conversions” that we can use on all our marketing material, proposals etc. to give Attic & Roof Conversions a consistent and recognisable look to the market ie. establish a brand. The colours should be predominantly black, white and grey with perhaps another highlight colour.

We are currently growing our company and want to make Attic & Roof Conversions recognisable from every aspect of the marketing mix – brochures, website, proposals, business cards etc.

Our aim is to present ourselves as a professional, dependable, trustworthy, reputable and established business that people can trust when looking to spend money on renovating their home, whilst also giving us a fresh, modern and approachable vibe.