

Brief for Logo Design.

Background/Overview

Autoreum is Australia's first online marketplace for auto services and maintenance industry. Our platform directly connects car owners with networks of experienced and vetted local garages.

Car owners can post, compare, book and peer review all their auto repair and service needs directly on our platform. Our users can manage their bookings online including payments which makes it simple, quick and seamless.

Autoreum aims to revolutionise the Auto Care industry by removing the hidden costs, giving users the control and empowering them to make informed decision.

Autoreum will leverage wisdom of the crowd to improve service quality by using the peer review system that has made the internet economy so powerful.

Autoreum is more than a marketplace; it's also a crowdsourcing platform to solve everyday car problems by using community of users, enthusiasts, mechanics and garages. Users can share and solve everyday car issues using wisdom of the crowd. It's also a social platform that connects with major social platforms to connect, share videos, articles, posts and news feed,

Benefit for the garages include new revenue stream, balancing their workload to getting better utilisation from their resources and labour force. It also removes cost associated with being able to operate online.

Our product is facilitating the marketplace for both Garages and users. It's free for the user and garages pay 5% commission on jobs successfully completed.

Our company tagline or slogan is: "Let your local grease monkeys complete for your business"

Our web site is at www.greasecrowd.com.au Please note we are in the process of name and logo change thus the reason for this logo.

Logo brief

We require a unique lettermark, or wordmark logo with a touch of abstract. The logo must be identifiable easily, youthfully and fun. The letters must be in capital. Our theme colour is R125, G25, B255. As this is a strong colour and must be used minimally. Our theme shape is 8 sided Octagon.

Deliverables:

File in native formats, SVG, jpeg and PNG. JPEG and PNG file to be supplied in 8 different sizes which will be specified by the client at the end. Scope also includes multiple iterations. These iterations include up to 2 weeks after the work is delivered.

Logos that we love:



