Creative Brief – Logo Design

Breakout Capital Finance ([www.breakoutfinance.com](http://www.breakoutfinance.com)) is a leading, disruptive innovator in the fintech space focusing on making small business loans more accessible, cheaper, and more fair for small business owners in the U.S. We are pioneers in the use of advanced technology (artificial intelligence, machine learning, and blockchain) for lending and want to continue to drive our growth.

We are launching a new tech incubator called HatchB Labs as a wholly-owned subsidiary. The idea of the incubator is to enable us to attract world-class talent who might not otherwise be attracted to a fintech startup, and either build our own ideas, or incubate external companies, toward success. We want to focus on bringing advanced technology innovation to every industry, principally lending and payments. And, the incubator lets us have a method to monetize all of our technology build, even if it doesn’t directly apply to our operating business.

Our brand identity needs to reflect that HatchB is a separate, but related company. For one option, the “B” in HatchB should connect to the stylized “B” in our Breakout Capital Finance logo, and the color palette should be similar. For a different option, the logo/brand can be completely different but needs to incorporate “A Breakout Capital Finance Company” for reference.

HatchB is meant to be new, fresh, disruptive, and innovative. Our initial marketing will be to attract engineering and developer talent, as well as new companies that want to be incubated. Our incubator offers access to capital, access to top engineering talent, and the development of a go-to-market strategy for the technology itself.