

THE BRIEF

Project: RedGrid Logo Design

Outcomes: Two Logos

We are after either a logo that is that is more reminiscent of a tech company or one that has slightly more character (e.g. a more personal or playful font). Either logo needs to correspond with the brief that can be found below.

Company: RedGrid

1. Background

At RedGrid, we are creating the next generation of the human elemental experience. We are using Web 3.0 technologies to enhance the areas of our lives that keep us warm, cool, clean and connected.

RedGrid is a software consulting company that is helping businesses in the utility industry take advantage of the blockchain to open new business model opportunities, optimise their existing systems and help them better serve their customers. These utilities include but are not limited to electricity, internet and mobile connectivity, water, smart transport/mobility and gas.

In addition to this, RedGrid is using the blockchain to build gateways/bridges between separate utility sectors (e.g. electricity and telecommunications) to open new opportunities for collaboration between businesses that were not before possible. This is a key part of our greater vision.

2. Vision

- To create the next generation of the human elemental experience
 - Human elemental experience: All aspects of our lives that keep us warm, cool, clean and connected.
- Bridge/connect utilities to create new possibilities for collaborative innovation and service offerings.
- Enable existing companies to do innovation better. (Particularly larger companies that find it difficult to innovate).

3. Values to communicate with design

- Future thinking
- Approachable

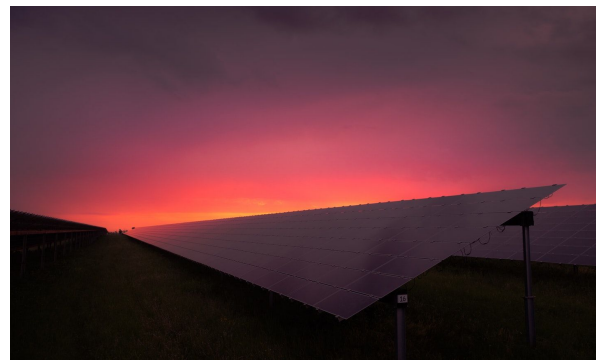
- Connection
- Bridge Building
- Care about the planet/environment (but this is not the central focus)
- Laying the foundation for what is to come.
- Building a brighter future (a warm feeling of what's to come).
 - The future is going to be amazing, and we are a part of making that happen.
 - This future is happening, be a part of it.

4. Target Audience

- Educated but Uninformed on the Topic
- Utility Retailers (Energy, Water, Telecommunications, Gas, Internet, +more)
 - Chief Innovation Officers
 - CEOs
- Government Organisations
 - Executive Leaders
- Start Ups
- Energy/Utility foundations

5. Visuals

- Include an icon of some sort
- The colour red included (due to being RedGrid)
 - Orangy, Pinky Red, see front page of our website.
 - **See picture too right →**
- An element that implies connection



6. Example Logos we like the look/feel of:

- ConsenSys



- Stratis



- Augur



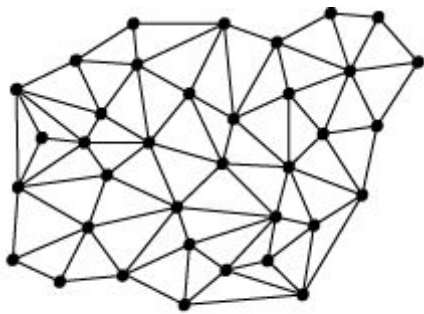
- IOTA



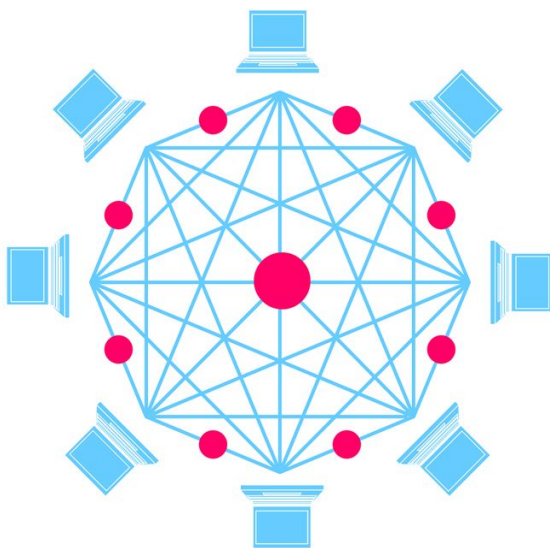
- AirSwap



Imagery Examples:



distributed



Note: The company's name may be changed to "RedGrid Internet Organisation (shortened to "RedGrid io")", if you also have ideas on how this could potentially be incorporated into the design that would be very helpful.