**Logo and Business Card Design**

Oil and Gas – Environmental Business

We need a logo and business card design for a natural gas market maker that connects environmentally responsible gas with gas buyers. We are connecting the market demand for environmentally responsible, low cost, reliable energy with natural gas producers that meet stringent criteria for certification including water management, methane emissions management and chemical management criteria. The final design should project a clean, professional image conveying environmentally responsible natural gas. (Natural Gas and Environment)

**Company Name:** Responsible Energy Solutions.

**Doing business as -** R.E. Solutions and RESolutions Gas

**Website** – RES-Solutions.net

**Fonts to Use** – SAN SERIF

**Target Market** – Upstream Natural Gas Producers, Downstream Natural Gas Distribution, Power Generation and other energy buyers.

**Look and Feel –** Characteristics of the brand and the style the logo and business card design should communicate:

ELEGANT……………………………………………X….……………………………….BOLD

PLAYFUL…………………………………………………………X……..……………..SERIOUS

TRADITIONAL………………………………………………………X………………..MODERN

PERSONABLE…………………………………………………X….…………………..PROFESSIONAL

FEMININE…………………………………………….…X……………………………..MASCULINE

COLORFUL…………………………………………………X……..…………………….CONSERVATIVE

ECONOMIC………………………………………….………….…X……………………UPMARKET

**Other Elements:**

MUST HAVE – Clean Professional logo in keeping with traditional industry. Not cluttered or busy.

Color Desired - Blue, Green, Gray range of shades. Open to suggestions.







The Nature Conservancy

