**Logo Wording:** Cybersite Solutions

**Logo Tag Line:** Making IT Happen

Business name: Cybersite Solutions  
Client contact: Linda O’Connor   
Contact number: (08) 9200-6040  
Due date for completion: 1 week

Budget: $200

Product/service/brand name: CYBERSITE SOLUTIONS

Key objectives: Professional eye-catching business logo which will be used to Brand the business going forward.

Marketing objectives and target audience;

Our audience is businesses which need IT support and sales. We aim to have a logo which is eye catching convey the fundamentals of our business – reliability, efficiency and excellent service

Scope: This new logo is expected to delivery logo formats which are transferrable across various platforms. It is important that the logo is easily transferable to multiple formats and colour translates. This logo also needs to the transferable to the printed format.

**About the business**

Cybersite Solutions is a privately-owned company operating in Perth, Western Australia.

Consisting of a young team of enthusiastic and dependable staff, we service small and medium businesses in various industries across Western Australia supplying hardware, software, and IT support services.

Our core value of “efficiency through IT” drives our approach in delivering services, starting in-house. We know the advantages of adopting efficient systems and how IT can play a major role in delivery of these systems. We continually hone our own internal systems and adopt new methods and approaches to increase efficiency. By delivering best practices and defined methods to our clients, we are able to offer reliable services.

Our focus on efficiency can be seen in our service delivery, as we have invested heavily in developing systems which allow our team to perform the majority of their work remotely, so we can serve our clients quickly and reduce the requirement to travel between client sites. Implementing such a system allows Cybersite Solutions to remain proactive in addressing our clients' requirements.

We believe in helping clients grow, increasing their efficiency and giving them more.

**Attributes associated to the company**

innovative/elite/precise/factual/premium/commercial/direct/great service/direct

Purpose and function

The purpose of this logo is to brand the business going forward. This logo will be used for all business websites, emails, business cards and this will be the imagine the customer associates with the business.

**What we require;**

We would like the structure to be broken down into the following categories; full lockup – the is the complete logo. We need an iconic mark to use as an avatar for social application platforms. A wordmark, the standalone variation of the logo. Finally, a favicon which we can incorporate into our browser tab. Logo requires standard variation in full colour, inverted and monotone

SVG, EPS, PDF, PNG formats

1. For online profiles, be sure to keep your logo image size smaller than 200KB, best if it were under 100KB.
2. Need a horizontal and vertical version of your logo
3. Require the master copy of your logo in a [vector format](https://www.smashingmagazine.com/2009/08/vital-tips-for-effective-logo-design/). Master file should be made in a vector program such as Illustrator so that you or your designer can scale it up to any size you need

Colours; blue/grey - open to other variations – open to colour change and variation of font. Currently use fonts available in Office however we are willing to purchase the font if needed and the font will be translatable across various marketing promotions and company presentations. A constant cohesive approach is what we are looking for in order to develop a branding manual.

SIZE VARIANTS

## SOCIAL MEDIA

* **Facebook**: 180 px x 180 px
* **Google+**: 250 px x 250 px
* **Twitter**: 400 px x 400 px
* **YouTube Channel icon:**98 px x 98 px
* **LinkedIn:**300 px x 300 px
* **LinkedIn Company**: 1536 px x 768 px
* **Instagram:**110 px x 110 px
* **Pinterest:** 165 px x 165 px

## LOGOS FOR WEBSITES

* **Favicons**:
  + 16 px x 16 px
  + 32 px x 32 px
  + 48 px x 48 px
* **Website Horizontal**
  + 250 px x 150 px
  + 350 px x 75 px
  + 400 px x 100 px
* **Website Square or Vertical:**
  + 160 px x 160 px

**mobile App Icons**

* iPhone 6S, 6+, 7+: 180 px x 180 px
* iPad: 152 px x 152 px
* Android: 192 px x 192 px
* Windows: 62 px x 62 px

**Samples of current design;**











I would like to thank you for reading my design brief, we are excited to rebrand our company logo and are looking forward to working with the right designer.