**Creative Brief for Designers to Design a Logo for BETTERGIS, Inc**

**Company Overview**

Our company is a provider of innovative GIS-based software-as-a-service solutions that enhance productivity and efficiency to owners, operators, and managers of multi-acre, multi-structure facilities as well as small municipalities and utility companies. To understand more deeply what our company does, please consult both our website [**https://undergroundgis.com/**](https://undergroundgis.com/) and Appendix A at the bottom of this Creative Brief

**Scope of Work**

*Logo*

We are engaging the services of designers who work with Design Crowd to help us tweak or improve the current design of our company logo which looks like an “exploded globe.” **While improving or tweaking our existing logo is our preference, we are definitely open to other great designs!**

The current logo for the company can be found in the upper left hand corner of our homepage, which can be found at the following URL: [**https://undergroundgis.com/**](https://undergroundgis.com/)

See below a list of the “Proposed Changes to Existing Logo” section.

*Rendering of Company Name*

The company is currently called “Underground GIS”. However, we are planning to change the name of the company to BETTERGIS. “GIS” is an abbreviation for geographic information system.

As you are designing the logo, we would like to see treatments for the best font for the company name. You might also consider whether the name should be rendered with all caps, some caps, no caps, one line, two lines, etc.

Of course, we are planning to have a variety of placements of the name and logo with respect to each other -- e.g., horizontally (side by side) and vertically (one stacked on top of the other).

It is important to note that we do not propose that the company name be inside the logo.

*Rendering of Tagline*

Finally, we also plan to have a tagline. Therefore, as you are designing the logo, we would like to see treatments that incorporate a tagline. For purpose of this exercise, you may assume that the tagline will have the same length as “Made Easy.”

*A couple of final notes*

The logo + name/font need to function well together and should be designed together.

We can see the logo “part” used as a favicon or as an App Icon on a mobile device. We do not see the designed name/font used by itself to represent the brand.

**Proposed Changes to Existing Logo**

* We like our existing logo. Our first preference is to simply make a few changes. **However, we are certainly open to other great designs!**
* For the interior of the exploded globe, alter it so that it no longer looks like a circuit board (as it does now) and instead looks like our platform which maps underground utility networks (on the map, red is for electric, blue is for water, yellow is for gas, green is for storm drainage, teal is for sanitary sewer, etc.).

On the homepage of our website, see the image on the right hand side of the page for different layers which have different colors.

* The logo needs to scale from rendering on mobile devices (including smartphones) to laptops. The logo needs to scale from "favicon" up to 10' posters.

**Appendix A - Executive Summary of Company**

Company is a provider of a patent pending innovative GIS-based software-as-a-service solutions that enhance productivity and efficiency to owners, operators, and managers of multi-acre, multi-structure facilities as well as small municipalities and utility companies. Our product is an infrastructure asset visualization, analytics, reporting and archive platform that enables our clients to see the location, extent, age and value/replacement cost of their entire facility infrastructure. We solve the chaos, inefficiencies, and information gaps associated with traditional plan rooms by converting all of a facility’s existing paper plans about their infrastructure into digital files and layers that can be viewed and manipulated via a secure, dynamic, easy-to-use software platform accessible by multiple users simultaneously.

**Products and Services**

Our products and services include data conversion and quality control, onboarding of client datasets, a visualization & analytics interface, automated detailed reporting and document archive. Within their facility’s plan-design-build-manage lifecycle, our clients can view their infrastructure data at any time on a secure cloud platform. Clients can click and view their assets while navigating through their maps, and use a mobile device to go onsite and navigate through their facility asset locations in real time. The real-time reporting application provides a complete inventory of utility assets and includes specifications, lengths, and counts; value/replacement cost; projected remaining life; and time-based replacement cost in current prices based on the client’s local market, material, and construction cost factors. The plan room archive gives users instant access to all plan sets the Company used to build the maps and attribute data.

We invite you to visit the website of the Company for more information: [**https://undergroundgis.com/**](https://undergroundgis.com/)