

Name of company: Bondcart

Project: Bondcart Logo

Bondcart is a website and mobile app that allows retail investors to shop for and purchase corporate and municipal bonds online.

The target audience is mostly men, age 45 and older and are wealthy.

The logo must be simple, clean, neat and sophisticated. You can use both upper case and lower case & mix and match for the font.

Bonds are measured by the rate of interest they pay and are often associated with the percentage symbol such as these exmples:

% % % % % %

On the bondcart website you can “SHOP” for bonds so we want people to be able to easily associate the logo with shopping

Colors: Financial logos tend to be based in blues, with red, black, grey and sometimes green.

The logo must also look good as an app icon on a cell phone



For Idea Purposes Only





bondcart





bondcart

