Here is your brief.... Good Luck!

Existing business trading since 2014 - We at General Built are a team focused entirely on delivering quality results to our customers. We understand that our customer seek only the best quality and the most professional service; this is why we are constantly working hard to ensure every project is 'Built with Excellence'. We will be passionate about everything we do, we will change our customer’s lives, and we will be professional and complete the job on time. We will set the trend for best practice and always deliver on our promises. Simple yet sophisticated and intelligent. All our customers, business partners and our people will have a memorable experience. We want people to refer us because of high quality of workmanship and finish, great customer service that we provide and work is completed as agreed.

Please read the Logo Design Brief in more detail and EOI General Built document and check our website for quick reference (www.generalbuilt.com.au)

**Company-related questions**

**How would you describe your services and/or products?** Service orientated, dynamic, focused on high quality of work being performed, high customer focused with completion of work being done on time.

**What are the long term goals of your company?** Our vision is to provide access to our services nationally, we will become a well-respected and successful national brand which appeals to everyone looking to have a project completed in residential or commercial sector.

We want the company to be proficient in all forms of commercial construction specialising in education, aged care, automotive, retail, industrial, refurbishment and fit-out.

We will look to additionally also provide everything related to Civil Works, Joinery (kitchens, fit outs) and projects up to 20 million in value. We want to be the No.1 Consumer Choice!

We want to be a medium to large builder such as

<http://www.reitsmaconstructions.com.au>

**What do you want your new logo to accomplish?** Really capture the essence of who we are, be impactful and memorable. Differentiate us from the rest. Clean, easy to read and can easily apply to various print media and online.

**Please use letter G and use an orange colour in your design.**

**We have a current logo but it is too hard to read with shadowing and also not looking sharp and standing out. DO NOT use the current logo as an example. IT NEEDS A COMPLETE CHANGE**

**YOU CAN HAVE A LOOK AT THE MZGYPROCK SOLUTIONS LOGO WHICH IS CLEAN, SHARP AND HAS A PLASTER WALL ABOVE THAT LOOKS LIKE A BUILDING AND EXPLAINS WHAT WE DO. USE IT AS AN EXAMPLE OF THE TYPE OF LOGO WE LIKE.**

**Who are your main competitors?**

**Other Residential builders, Commercial Builders and smaller operators. Some include**

[**http://rombroconstructions.com.au/**](http://rombroconstructions.com.au/)

[**http://modum.com.au/**](http://modum.com.au/)

[**http://keedah.com.au/**](http://keedah.com.au/)

[**https://amescorp.com.au/**](https://amescorp.com.au/)

[**https://mardiniconstructions.com.au/**](https://mardiniconstructions.com.au/)

**How are you different from your competitors?**

Many of the competitors are small residential or commercial businesses that are not customer focused and which tend to vary when it comes to quality of work being done on a consistent basis. Some of the businesses lose trust and have problems attaining new customers or being referred by raving customers.

We want to be quality, trustworthy, modern, and energetic in the way in which we provide our services. Our culture will be focused on high quality of work being demonstrated with a high customer focus and work completed on agreed time.

We will treat customer and be highly engaging when providing services for our customers, we will use best practice. We will provide the best value, charge customers less than any other business in the state, because our customers deserve this.

**What’s the age range of your target customer base?**  
EVERYONE.

**Project-related questions**

**How would you like the typography to appear?** Not traditional, clean and crisp. Timeless.

**Where will you logo be used?** *All types of print media and web*

AI, primary source file, use multiple artboards for variants

EPS, universal format for programs aside from Illustrator and other Versions

JPG print

PNG web format

SVG web format for responsive design

TIFF uncompressed print format

PDF print format

Vector image required in AI and PSD and CMYK

Also need both CMYK and RGB colour mode.

**What NOT TO DO!**

**User 3D shadowing or change the logo in any way other than resizing for example.**