

# Request for Proposal

Good day!

This is a tricky request as the words *delve*<sup>1</sup> and *fore*<sup>2</sup> are not well known and are challenging to depict visually. We are seeking an artist that can draw forth the ideas of this phrase and the meaning to us in order to convey to our clients the idea of working with them. Another way to say what DelveFore is "we dig deep, draw forth, and solution with our client's [SMART goals](#) as our objective thereby moving our clients forward." Our slogan is "Solutions & Consulting That Moves You Forward" However, we do not want to emphasize the "solution and consulting" aspect over the other words.

Why do we delve?

- We are passionate about businesses growing in their communities.
- Entrepreneurs move with markets. With every deliverable, we want to move with our clients' so the deliverables provide them value.
- We want our clients to grow financially, so our solutions must help them grow.

## Background and Industry

John Bailey (our owner, founder, and single principal engineer) works within the Software industry (primarily Web and Mobile development) with a heavy emphasis on Consulting over simply the execution. With 20 years in the industry John states, "I've discovered most clients need help crafting SMART goals as it relates to their Web or Mobile apps they want created." He continues saying "this is why I want to emphasize how we dig in with our clients to draw out their goals into specific executions and then can measure our success together."

## Target Audience

We are speaking with entrepreneurs and business owners of non-technical companies.

## Colors

We are looking for a lightweight color palette (less colors the better) that can be used in black and white if needed. However, we do not have a particular color set in mind.

## Examples

*Logos for meaning; not style*

1. Amazon shows an arrow going from A to Z
2. FedEx has an arrow in the middle conveying a motion
3. Twitter uses a bird
4. Sun Systems is a mind trip of trying to read Sun (haha)
5. Rdio uses an typography (of sorts) to indicate an "a" even though the company does not have one in the name
6. [Backspace](#) makes you think the logo is going to correct itself

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<sup>1</sup> The second definition of [delve](#)

<sup>2</sup> The second definition of [fore](#)

7. [Paper Plane](#)
8. Concept logo for "[Playing with Numbers](#)"

### Selection Criteria

Experience is less important than an artist who communicates, in writing, what we are looking for as a meaningful logo; expresses understanding of the meaning and provides direction.

## Brainstorm and Idea

Please see separate documentation for **Brainstorm**. Ask for the document if it was not provided.

While we want a standalone icon, we are interested in looking at a typography logo of sorts. Again, see **Brainstorm** document.

Before the suggestions, we really like the idea of somehow blending pixels with water indicating depth and fusion or something not sure totally. Maybe it's a bad idea.

### Idea: Liquid

Liquid drops into the D coming sideways to form the D indicating motion; perhaps moving out. Removing the D and showing this motion may be better.

### Idea: Digital Liquid Motion

This is a three part design

- 1) Pixels coming into a "D" (see below)



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- 2) Moving through and transitioning through the letters
- 3) Finally, coming to a liquid-ish "arrow" (something to indicate forward motion)

If this can be done in a single logo without the letters we are very interested!