Thermo Helix Equipments – Logo brief

**Project name:** Thermo Helix logo

**Descripction of the Project:**

“Thermo Helix Equipment’s” it’s a new brand of heating appliances like Furnaces, Unit Heaters, Tube Heaters, Room Heaters, etc. The target market are small business owners, HVAC contractors and HVAC maintenance of greenhouses, factories and distribution centers that want to have a comfortable working environment during the winter.

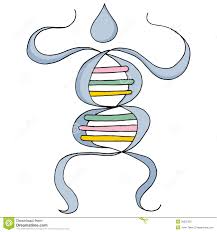
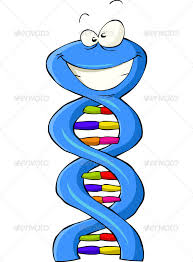
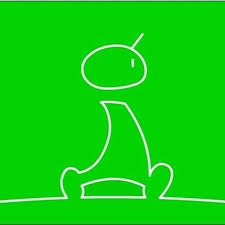
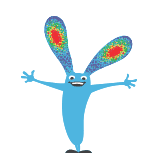
We want them to focus on what they value most and rely on our brand to forget about the cold weather. Avoiding Suffering in the cold while working and feeling Frustrated from the claims of coworkers or employees.

The logo must become the brand mark with the THE letters and “Thermo Helix”, the “THE” brand mark maybe a character or a mascot and intended to use it as the brand logo by itself in the future.

The promises of the brad are: Reliable Product (quality and performance), Hassle free (direct replacement from leading brands) and availability (always count on us)

The logo must be not boring.

Ideas: Helix be the body and the head with flames (hair)

**Text of the logo:** THE - Thermo Helix Eq.