







Logo Concept Design Brief

27 May 19

Job	<ul style="list-style-type: none">• New sub brand identity for new Ellipsis service offering. This includes logo concepts and colour palette.• We have a shortlist of 3 names and to help decide on the final name, we would like to see how all 3 would look as a logo.• The names are:<ul style="list-style-type: none">○ Beyonde○ Carêt○ Incite
Overview	<p>Ellipsis are experts in customer strategy, loyalty and insights. We are based in Sydney and Melbourne.</p> <p>Current logo</p>  <p>Ellipsis brand story An Ellipsis is the 'three dots' that indicate an unfinished thought... Our name represents the essence of what we do: we help our clients complete their unfinished understanding of the customer.</p> <p>We would like to launch a new sub brand to promote a new offering that will be based around data and insight solutions. We are doing this because we want to keep the consulting services (Ellipsis) separate from the data solution services.</p>
Brand overview	<p>It's important the new sub brand is seen as part of Ellipsis, but it's also clear that this is a new company/brand. We would like to retain some of the Ellipsis branding.</p> <p>It would be great to look at a new colour palette for the brand to help make the distinction. Each of the shortlisted names might have a different colour if you feel this is needed.</p>

Objectives	<ul style="list-style-type: none"> • To develop a sub brand that is distinctive and memorable. • New brand is simple to communicate and understand – also clear it's still part of Ellipsis. • Ultimately the aim of any sub brand marketing is to raise the main brands profile. We want to still strengthen the Ellipsis brand. • New brand to take on some of the Ellipsis identity, to leverage the existing brand trust and loyalty, but it's important the brand is clearly seen as different and different to the core service Ellipsis provides - we would like to do this with a new and different colour palette. • The format that will be decided must be easy to implement for any other new Ellipsis brands (this is the first).
Audience	<ul style="list-style-type: none"> • Medium - large corporate, retail and finance companies in Australia (decision makers) • Tech partners in Australia and overseas based in US/UK/Asia (we will not develop the actual tech solution)
What do we want the Audience to think?	<ul style="list-style-type: none"> • We want the audience to recognise the new brand is a sub Ellipsis brand and is a different entity. • We want the audience to trust the brand, as they trust Ellipsis. • We want the audience to understand what the brand is – it's not confusing or complicated
Requirements	<p>Logo concepts x 3</p> <p>Concepts incorporating the 3 shortlisted names</p> <ul style="list-style-type: none"> ○ Beyonde ○ Carêt ○ Incite <p>Colour palette options</p> <ul style="list-style-type: none"> • Logo with tagline and logo without tagline • Logo with 'an Ellipsis company' + tagline (or if you have any better wording to 'an Ellipsis company' to show it's part of Ellipsis) • We will need to decide if we have the tagline + an Ellipsis company. Ideally we would like too, but we need to see this first <p>Draft tagline: Powered by insight</p>
Timeline	<ul style="list-style-type: none"> • We would like the first round by Friday 31 May • 1 round of feedback and changes.

Assets	<ul style="list-style-type: none"> • Final logo delivered in the below file formats (and any we have missed that you think we should have) <ul style="list-style-type: none"> • Jpeg • Png • PDF • Gif • EPS • PSD
Include	<div data-bbox="651 495 1070 656">  </div> <p>We'd like to explore how the visual part of the current logo could be used. And we are open to options with it not included.</p> <p>We'd like to have reference that this is 'an Ellipsis company' – or if you have any better wording</p> <p>We'd like to explore how a tagline could be used.</p> <p>Draft tagline: Powered by insight</p> <p>We would like to keep the current font - Flexo</p>
Examples	<p>Here are some ideas we have created...</p> <p>We are open to the colour of the logo. Deep red could be an option.</p> <div data-bbox="675 1346 959 1496">  </div> <div data-bbox="687 1541 1011 1664">  </div>
Links	www.ellipsisandco.com

Current Ellipsis colour guide



C : 0 R : 230
M : 0 G : 231
Y : 0 B : 232
K : 10 #E6E7E8



C : 79 R : 0
M : 19 G : 154
Y : 3 B : 198
K : 0 #009AC6



C : 0 R : 57
M : 0 G : 56
Y : 0 B : 57
K : 93 #393839



C : 79 R : 0
M : 19 G : 109
Y : 9 B : 141
K : 39 #006D8D



C : 59 R : 83
M : 3 G : 194
Y : 3 B : 232
K : 0 #53C2E8



C : 79 R : 0
M : 19 G : 55
Y : 9 B : 76
K : 79 #00374C