
PICKUPS BRANDING BRIEF

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Brand Brief

Prepared for: Design Crowd

Prepared by: Nick Romeo

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Concept

The Pickups brand will be associated with offering services in the on demand delivery space. The company will be predominately an on-demand delivery service tailored to the BTC (business to consumers) market. The area of focus will be items that are too large to fit in the consumers current vehicle purchased at local retailers. An example would be home stores such as Home Sense, Home depot and or Ikea. Consumers will be able to schedule a pickup of there item they just purchased through an app. the process will be similar to uber but for the on demand delivery space.

Objective

The Objective of the brand is to let the consumers know right away when they see the logo that its is an on demand delivery service. We want the brand to be simple, have a bold presence but incorporate a fun community feel. We are thinking of going with neon bright colours those similar to the airport personal on the ground that direct the planes to their spot. We are also thinking of construction safety vests as an example. See logos and pics attached . We want our brand to stand out when our drivers and personal are on the road, in stores picking up the items as well as having our signage pop out. Because our service will be mostly on the road with drivers and people riding bikes in urban areas, we want our brand image to stand out similar to those within any type of safety and traffic control sectors.

Colour Options

Neon green, Neon Orange, Neon Yellow, black, white for font but open to suggestions.
