**Logo Design**

**The Brief**

**Macarthur Insurance Brokers** is an Insurance broker that handles all types of insurance cover for Business in the local area. A town called Camden is the heart of the Macarthur region.

Our Logo would like to represent the Macarthur region.

History of Macarthur – Founded by John Macarthur as primarily a sheep and cattle farming area with Fields and bush lands now the fastest growing area in Australia consisting of industry, shopping centres & restaurants

The Macarthur region is also well known for its Jacaranda trees .

**First Logo Concept**

* This logo needs to be scalable
* Have buildings and countryside in the logo
* Simple and easy design
* Colour (Blues primary)

**Pictures Ideas Only:-**

**Macarthur, Industrial estate at the forefront, Fields at the rear**



**Two distinctive areas 1. Country 2. Industrial.**

[](https://www.google.com.au/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&ved=2ahUKEwjT1oCc0pLlAhWMvJ4KHb42CpcQjRx6BAgBEAQ&url=https%3A%2F%2Fnathanwestwood.com.au%2Fproject%2Facquired-landscapes-construction-logo%2F&psig=AOvVaw0tiqRcLCROEhxI6r1AF63z&ust=1570829367411216)

Missing the Industrial buildings



**Note :- Our Existing colours for AMGI and our Existing company logo’s below.**

**Orange**

* CMYK: C:3% M:66% Y:98% K:0%
* RGB: R:237 G:119 B:37  
  HEX: #ed7725

**Blue**

* CMYK: C:80% M:49% Y:4% K:0%
* RGB: R:56 G:120 B:182
* HEX: #3878b6



