

# Mapworx360 Logo Redesign Brief

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Epic	MAPWORX-403
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## Goals

Prepare a brief to be used for a DesignCrowd logo competition to redesign/refresh the Mapworx360 logo.

## Background and strategic fit

### Original Logo Design Brief

This is the brief used on the original DesignCrowd logo competition:

*We are about to launch a product suite called "Mapworx 360", which encompasses a number of our geospatial (geographic / mapping) software products. The suite is intended as a "one-stop shop" that will meet all the needs of people who want a cloud- based web portal for distribution and visualisation of spatial data. One of the main features of the software suite is iDelve, an interactive web-mapping application, that allows users to view and interact with vector based spatial data layers in their desktop and mobile browsers.*

*Our company (Amristar) provides technically innovative and advanced solutions for organisations who require software solutions to deal with spatial data (think roads, cadastre, aerial photography, etc.) Typically our clientele consists of spatial data custodians, government departments, utility companies, mining companies and other large enterprises.*

*The "360" part of Amristar's "Mapworx 360" product expresses the "all encompassing" nature of our solution. In the future we will be launching instances of our product that will be named "Mapworx XXX", where the "XXX" could be a client name, or something that represents a specific target audience. The logo must therefore be designed in such a way that the "360" part is easily interchangeable. However, "Mapworx" will never be used by itself without a suffix.*

*We already have established company colours, typefaces and logos that we have used in our "Amristar" and "iDelve" logos, and it would be nice to see some entries that incorporate or blend well with these, however we are also open to suggestions of complementary colours/fonts that could tie in well with our brand. However, because our company is currently evolving, we are more than happy to consider designs 'outside the box' of our existing branding also.*

Refer also to [Full DesignCrowd Brief](#).

## Current Logo



The current logo previously produced is:



## Assumptions

1. This is a re-shaping and re-interpretation of the current logo.
2. The new logo will retain the key elements of the current logo.

## Requirements

#	Title	User Story	Importance	Notes
1	Key logo elements	Require a logo that retains the key elements of the current logo:  1. Globe / earth 2. Encompassing arrows	Must have	
2	Brand consistency	Require a consistent brand and connection between the three Amristar product lines: iDelve, iConnect and Mapworx360. The current logo is not as connected to the other two logos as it should be.	Must have	iDelve and iConnect logos: 
3	Clean, simple, stylised	Both iDelve and iConnect logos present a clean, simple & stylised shape and level of detail that are congruent with use as logo on web and print at a range of small/medium/large scales.  The current log logo has a simple concept but the implementation has far more detail that represents a very different type of logo style and does not execute well a different scales.	Must have	1. Overly detailed example: 
4	Separation of graphic & name	Require clear separation between it's mark, and it's name. At present they are both merged together.	Must have	e.g. 
5	Simple colour palette	The current logo has a variety of colours and colour gradients. Require simpler & cleaner single colour, flat, 2D logo and colour palette.	Must have	Both the iDelve and iConnect logos have very small/simple colour palettes.

## User interaction and design

N/A

## Questions

Below is a list of questions to be addressed as a result of this requirements document:

Question	Outcome

**Not Doing**

N/A