**BACKGROUND:**

*Hunter River Industry Hub* is a commercial and industrial hub comprising of 15 commercial suites and warehouse storage. The development is approved and will be built by the developer – Landlink. We need a brand and logo to be used on letterheads, collateral and also as a statement piece for the entrance area to identify it with a sense of placemaking.

**PRODUCT** *(note in development stage – not yet complete)****:***

* Construction of approximately 15 individual commercial suites with warehouse access and storage.
* Suites to range in size from 150m2 to 240m2
* Concrete panel construction with feature cladding
* Amenities
* Kitchenette
* Raised windows. Suites facing the river to have additional glazing to optimize views and appeal
* Dual size roller doors
* Large vehicle access
* Suitable parking
* Provision for mezzanine construction
* Total Construction area approx. 3200m2 (subject to approval)

**CUSTOMER:**

These suites are designed to house organisations looking to buy and lease spaces for their operation. These could include:

* Kitchen Builder Companies – display room and office for customers at the front and warehouse at the back
* Small to medium businesses in growth phases looking to move from a home office into a larger space – but not quite ready (financially/size) for an office area in the CBD.
* A mix of commercial, industrial and maybe retail space.

**COMEPTITORS:**

*Hunter River Industry Hub* is a smaller area within a much larger business park that have similar offerings. Think *Hunter River Industry Hub* is duplicated 50 times in one location. See examples below that are currently on the market for sale, or for lease.

* <https://www.realcommercial.com.au/for-lease/property-10-7-pambalong-drive-mayfield-west-nsw-2304-503183882>
* <https://www.colliers.com.au/en-AU/Properties/lock-in-your-new-steel-river-estate-address/AUS-1-pambalong-drive-mayfield-west-nsw-2304/AUS66004026>
* <https://www.domain.com.au/property-profile/8-5-frost-drive-mayfield-west-nsw-2304>
* <https://www.domain.com.au/property-profile/11-riverside-drive-mayfield-west-nsw-2304>
* <https://www.domain.com.au/property-profile/8-12-spit-island-close-mayfield-west-nsw-2304>

*Please see next page.*

**WHAT DO WE NEED TO PRODUCE:**

1. Logo for *Hunter River Industry Hub (3x different and unique directions. 1x direction that replaces Hub with the word Park)*
2. Colour palette for *Hunter River Industry Hub*
3. Mockup of your new *Hunter River Industry Hub* on entrance sign exmaples so the client can visualise in-situ. See examples of images to overlay your logo on [here](https://www.dropbox.com/sh/shfslf45i137o98/AAAY8fC5Ka2V1rxlo9vs-tk0a?dl=0).

**DESIGN DIRECTION:**

* The design needs to feel “*commercial*”
* It should feel “*gritty*” – this is for industry and commercial space. Not New York Law firms.
* It should feel “*aspirational*” the brand is to appeal to business in growth phases. Looking to expand and grow – both financially and size (employees).
* The location is on the water’s edge and has river in the name. How can we incorporate this into the logo and still align with the other design direction points.
* Thought starters –
  + We could use abbreviations e.g. HR Industry Hub. But we’ll need a version with the whole word Hunter River.

**MANDITORIES:**

* Industry Hub should always be secondary to Hunter River

**EXMPLES OR LOGOS WE LIKE:**

* See here: <https://www.dropbox.com/sh/ea1vcwil6zw3sdx/AADJp8EvFTpjQXNicf3MeynEa?dl=0>