

Logo Design Brief for Grounded Environmental

Task

Submit a logo, and various colour alternatives. Ideas and suggestions as to how your submission would work in multiple formats (i.e. website, letter head, report cover, report graphics, business card) is not required, but certainly preferred.

The logo is intended to be used predominantly in web, digital PDF print, work wear apparel.

Brief

The logo is to have two elements and a tag line that can be used together or independently.

1) Word mark element: We would prefer to use A love of Thunder TTF or a similar variation

GROUNDED ENVIRONMENTAL

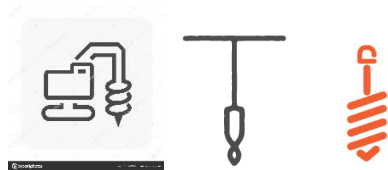
2) Tag line element: We would prefer to use A love of Thunder TTF or a similar variation

DOWN TO EARTH PRACTICAL ADVICE

3) Pictorial element – utilising a “superhero” style G and a soil drilling auger as per the below example (ignore colours):



Examples of soil auger images:



We require a graphic that can communicate the identity without the typeface. The logo should be visually striking, easily recognizable, and highly reproducible across mediums (i.e. Embroidery / transfer to clothing). It will be used for work shirts, T shirts and hard hats in addition to PDF reports etc.

The design should work equally well in colour or two tone. The use of colour should be minimised (as per above example). The design should work as a dark image on light background (e.g. black on white) or a light image on dark background (e.g. white on black)

Brand Keywords

Trust, knowledge, reliability, integrity, innovative, flexible, responsive, technology, turnkey, solution, expertise, experience, strength

Business Description

Grounded Environmental is a professional services consultancy that focuses on the provision of high-level contaminated land related assessment, advice and audit.

We specialise in contaminated land related matters and deal with brownfield sites. We assess land with contaminated soil, contaminated groundwater and contaminated surface water such as old industrial land being redeveloped for residential use. We use earthmoving equipment, drilling rigs, shovels, hand augers and similar equipment. We sample soil and groundwater. We are not a 'green' a consultancy dealing with plants and animals. We provide professional advice not contracting services.

We deal primarily with business clients and governments. Many of our clients are in the property development sector. We audit contaminated land matters for the Department of Environment and Science.