

Trackgood Logo Design Brief

Last updated on: 5 June 2020

Company bio

Trackgood, formerly known as [Origins](#), is a blockchain-powered supply chain tracking and impact tracing tool for businesses. Our mission is to foster ethical and sustainable practices both by businesses and consumers through empowering businesses to build transparency, traceability, and trust in their supply chain and showcase their product journeys and positive impacts that they are proud of making to end consumers in an easy-to-digest way, but with the authenticity backed by the blockchain technology. Trackgood is for all the positive change makers out there, regardless of size, financial capability, or digital skills.

Target audience

Our primary target industries are fashion, cannabis, and cosmetics. In particular, we are targeting businesses who have strong ethical and sustainable values but may be just lacking the means to showcase their amazing stories to their consumers or may be wanting to add an extra layer of authenticity to their supply chain stories. Businesses can use Trackgood for both internal and external purposes. Internally, it can be used for reporting, analytics, or compliance purposes. Externally, businesses can use it to communicate their supply chain stories to their customers. When an end consumer scans the QR code that is attached to the product, they will be taken to the URL where they can find all the details about its product journey and impact statistics. End consumers, especially so-called conscious consumers, or the Millennials or the Generation Z who tend to have more interests in buying from ethical and sustainable businesses, will be familiar with Trackgood, even though they are not our direct customers.

Colour Preferences

We would prefer the logo to feature purple and green. Purple is one of the main brand colours of the blockchain technology we will be using ([Symbol](#)). We would like a purple colour that could add a nuance of pioneering technology, credibility, a modern feel, etc. We would like to use green as it gives an impression of nature, supply chain, growth, etc. It could also add a bit more approachability. Here are some of the colours we have in our mind (but we are open to your suggestions too):

#240d39	Very dark violet
#5d3c71	Very dark desaturated violet
#284869	Very dark blue
#3faca8	Dark moderate cyan
#52add8	Moderate blue
#f3c567	Soft orange
#f8f3ef	Light grayish orange

Look and Feel

The logo should feel modern, reliable, and trustable, but at the same time approachable and friendly. Since brands will be our customers, our logo should not be too “out there” or “too much” that can damage or dilute our partner brands’ identity. Although our solution is very light-weight and low-cost, we would like to look sophisticated and professional. We would like our logo to work in colour and in monotone too; hence a flat design would be preferred (but we are open to suggestions too). But we do want to be identifiable as well. In order to fit to different display sizes, a set of several different sized logos will be required; for instance, a symbol and a full business name, a full name only, or a symbol only, etc.

Mood board

Here are some of the mood boards that we’ve curated just for inspiration purposes.

- https://dribbble.com/shinyafurumaki/collections/2127794-Ideas-front-end?utm_source=Clipboard_clipboard_collection&utm_campaign=shinyafurumaki&utm_content=Ideas%20-%20front-end&utm_medium=Social_Share
- https://dribbble.com/shinyafurumaki/collections/2133198-Ideas-backend?utm_source=Clipboard_clipboard_collection&utm_campaign=shinyafurumaki&utm_content=Ideas%20-%20backend&utm_medium=Social_Share
- https://dribbble.com/shinyafurumaki/collections/2141226-Trackgood-Pitch-Deck?utm_source=Clipboard_clipboard_collection&utm_campaign=shinyafurumaki&utm_content=Trackgood%20Pitch%20Deck&utm_medium=Social_Share

Of those, we liked the feel of this one in particular. It’s modern, clean, friendly, a bit funky, but not too casual, etc.

- <https://dribbble.com/shots/10443786-BNA-Sales-Deck/attachments/2281367?mode=media>

Timing

We would like to have a finalised logo design within one week, ideally by Thursday 11 June 2020.

We’re looking forward to seeing your design proposals!

Best,
Trackgood team