

Company Name:

Tooltech

Company Background :

Tooltech is a retail store that sells power tools and industrial equipment. We sell our products to construction, mining and engineering companies. Our company was founded in 1980.

Target Audience:

- Gender : Male
- Age : 25 – 55
- Career Type : An electrician, plumber, builder or contractor.
- They like to work with there hands like the DIY enthusiast

Brand Values:

- Trustworthy
- Reliable
- Mature (as we are over 40 years old)
- Passionate

Why Are we Redesigning Our Logo:

After 40 years of traditional business, mainly selling from our shop, we are going online. We will be launching our e-commerce store this year. As part of our 40 year anniversary, we want to make our new logo look more modern and relevant to the new generation.

Style:

We are looking for a modern logo that emphasises our 40 year history.

Colour:

Our primary colour is Maroon. The table below indicated the RGB and Hex color codes. We would like a logo that is one colour only.

	R	G	B	Hex
Maroon	202	32	38	#CA2026
Dark Grey	88	88	90	#58585A

Notes on current logo :

