

Creative Brief - Brand Identity : Bash Express

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Business Background

- A. We Outsource the “***last mile delivery***” for Ecommerce Companies .
 - B. We serve our clients through the “***Crowdsourcing Courier Service***” concept using an advanced digital platform/ w. A mobile app interface.
 - C. The Business Focus is Primarily ECommerce.
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Our Business Values

- A. We Are Super Punctual : Time Is Core ; **We Are Sharp !!**
 - B. We Handle our Courier Service with Attention . ; **We Are Specific !!**
 - C. Our Client Satisfaction is core pillar . ; **We Are Agile !!**
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- D. End Customer is The King of this Game . ; **We Respect !!**
 - E. Our Drivers are Our Soldiers , We Treat them Fairly . and we care for them . as they are the business embassorders. ; **We Care !!**

Creative Requirements

The Name **BASH Express** : is a short abbreviation of **Al-Bashiq** .

Al: Bashiq, is a type of Hawks. Its know for :

Speed . Sharpness. Hitting Target on Time .

الباشق Sparrowhawk



Creative Requirements

1. Create A Brand Identity for the Business. (**Logo**)
2. Create an **Icon for the Mobile App** .

To Be Inspired Google The Below Terms:

- 1) Falcon Icons
- 2) Delivery Icon / Last Mile Icon / Express Icon /

Colors :

To Be Corporate / Serious / Energy .

