

Logo Design Brief - Ziddle

Company Name: Ziddle

Domain: Ziddle.com

Industry: Productivity Software

Brand tone we like: Personal at scale, clean, concise, human, easy to read and understand (like our software) + playful (more consumerised than boring enterprise software), Friendly and Simple.

Example brands we like

Monday.com

Slack.com

Figma.com

Asana.com

Ubee.co

About us

We are a B2B startup for companies that run a remote based workforce such as plumbing, heating, electrical contractors with between 1-50 members of staff. We are planning to move into more areas for our customers including HR (timesheets payroll integrations), Sales management and more. We want to become an All-in-One software for them that either does what they need or connects with something that does.

We are also planning to start scaling into other international locations outside of the UK. With this in mind we have come across a potential stumbling block.

Our website and brand is Workforce, Website www.workforce.fm (we don't own the .com and another similar software does).

This is why we have decided to rebrand to a strong, short, unique, catchy name that works both nationally and internationally - **Ziddle**

Our key USP

We **connect** fieldworkers, office staff and their customers together with our software, mobile apps, messaging and customer portals meaning that jobs get completed faster our customers get paid faster and their customers are kept in the loop at all times leading to higher customer satisfaction

Current competitors

Getjobber.com
Mhelpdesk.com
Simpro.com
Joblogic.com

What we're looking for?

We are looking for a logo with Symbol - we like the font Neo Sans. We also want a **symbol / icon that can shows any of the following meanings**: Productivity.

But these words are perhaps suitable too: Effort, Eagerness, Want, Progressiveness, Easy to use.

Constraints

We are an existing brand with an existing customer base and are not looking at redesigning the mobile App or web application software at this point.

What we are looking for is to have the new logo designed in such way that it can be inserted in our existing touch points (Web app, Website, Mobile apps).

This means that our primary colour will still need to be Orange (although you might find that the logo doesn't need to be).