

## DESIGN CROWD BRIEF SUPPORT DOCUMENT

**Name of project:** Seeking a stop-in-your tracks logo design for a new company that can connect with consumers and help them understand what we do in seconds.





**Task description:** We are seeking an impactful logo design that will 1) **command** attention with customers and 2) **convey** a message of what we do. The logo will be used to drive awareness for the company and used on a variety of marketing materials and collateral including digital, printed materials and clothing.





**Logo text:** MIGHTY GREEN CLEAN





COMPANY INFORMATION	
Who we are and what we do	We are <b>MIGHTY GREEN CLEAN</b> and we provide full- service, eco-friendly, disinfecting for homes, rentals, non-profits, and small businesses.
Our mission	To help our community feel safe and protected from harmful germs and viruses
Competition	There are a lot of competitors in this space that offer full-service cleaning and disinfecting services as an add-on service. Many times, these cleaning services are larger scale and require a higher level of commitment and contracts
How we differ and stand apart	<ul style="list-style-type: none"><li>• Our goal is to provide disinfecting services for individuals and establishments that otherwise would not have the resources to secure either due to cost or level of commitment that are generally required with general cleaning companies.</li><li>• Because we are local, we can fully customize plans based on the client's specific needs.</li><li>• At the end of the day, we want those that have secured our services to feel proud that <b>they are keeping their people (whether family, employees, or customers) safe</b></li></ul>
Our current business goal	To build the MIGHTY GREEN CLEAN brand and drive awareness

COLORS	
Color preferences	Given we use eco-friendly chemicals, we feel that green is a color that should be a part of the logo. Prefer a shade of green that conjures the message of environmentally friendly (so perhaps darker greens versus neon greens that you would not find in nature). Additional colors that can be incorporated into the logo are white and black

FONTS	
Font preferences	Need the font to be easily legible and relatively straight forward. Important that the font type feels commanding and provides a sense of "getting the job done".
Font considerations	Open to different fonts for different parts of "MIGHTY GREEN CLEAN" as long as it looks balanced

SHAPES/ IMAGES/ GRAPHICS	
Typical graphics in marketplace	<ul style="list-style-type: none"> <li>Graphics that get recycled from company to company in this space include shields, image of person spraying, or representation of germs/ COVID virus. Examples provided below</li> <li>Ask of the designer is to explore how we can stand apart amongst these heavily used graphics/ images</li> </ul>
Examples of shields	 
Example of germ/ virus depiction	
Example of person spraying	

INSPIRATION FOR MIGHTY GREEN CLEAN AND WHY	
	The font is strong and, whether or not you're familiar, you immediately understand that this company is about the outdoors
	Like how this logo is literal and clean.
	Like the use of two different style fonts that fit with the word. For example, the fun, approachable font for the word Hello is a nice touch.
	Like the strong font, the use of different colors and the hidden arrow (between E and the X) to show movement and progress

PREVIOUS LOGO DESIGN EXAMPLES THAT DIDN'T MAKE THE CUT AND WHY	
	<ul style="list-style-type: none"> <li>• Font does not convey a sense of strength or toughness</li> <li>• Use of orange with no rationale</li> <li>• Does not stand out or convey what the company does</li> </ul>
	<ul style="list-style-type: none"> <li>• This logo gives the impression that we're a full-service cleaning company and not a disinfecting company.</li> <li>• It does not convey and message that would make someone pause and want to learn more.</li> </ul>
	<ul style="list-style-type: none"> <li>• Does not command or grab attention</li> <li>• Graphic is confusing</li> </ul>
	<ul style="list-style-type: none"> <li>• While this logo better conveys what we do, it feels a bit generic and un motivating</li> </ul>