**Logo / Branding Brief**

**Logo Content**

Acronym / Business name: DLS / Digital Lean Solutions

Tagline: *Delivering Innovative Operational Excellence or*

*Simplified. Streamlined. Success.*

Colours: Suggested combination of White, Emerald Green, and Burnt Orange. However, open to alternative combinations that resonate/complement the branding design concept.

Symbols: Open to abstract symbol(s)/design to capture business concept or to use a symbol design-play on the acronym of ‘*DSL’*.

Attributes essential to brand: Listen. Understand. Collaborate. Simplify. Innovate. Design. Streamline. Deliver. Success. Prosperity.

**Three qualities**  that logo should communicate; *Smart*/*Simplified. Streamlined/Efficient. Success/Prosperity.*

**Business Details:** Professional services consulting company. Collaborates with the Client to understand their operational business processes and associated challenges. Harnesses the power of digital technology to enable new innovative streamlined business processes that increase operational efficiency. We employ an agile lean approach when solving our client’s needs. Each of our digital solutions are tailored made to fit our client’s unique needs.

**Industry and market:** Target market is Small/Medium Enterprises. Initial customers may avail of ‘Lean’ grants that are provided by ‘Enterprise Ireland’ (national state agency that supports enterprise). Customers will be from many different sectors including Services, Manufacturing, Food, ICT, and health care.

**Mission Statement** [Why do we exist]: To deliver smart operational solutions by utilising Lean methodologies, best practices, and technologies that results in our clients business improvement and prosperity.

**Vision Statement**: To be a thriving *Digital Lean* consultancy group and an internationally recognised *Digital Lean* thought leader.

**Values**:

Results: We deliver excellence and value that strives to exceed expectations through collaborative team work.

Agility: We continuously improve and evolve responding to changing markets and client’s needs.

Customer First: The client is at the heart of what we do, our clients success is our success.

Integrity: We are honest and do the right thing with a deep sense of fairness to all stakeholders. We deliver to commitments.

Enjoyment: Our environment encourages a growth mindset, positive energy, good humour, and respectful people interactions.

**Good examples of what you like:** <https://www.salutopartners.com/>