**OptiFleet Web Icon Brief**

**1. ICON FORMAT**

Following some negative feedback from our recent voting poll relating to the designs which responded to our original brief we have had to go back to the drawing board to consider what brief will resonate with our target market – Fleet Managers and Chief Financial Officers in organisations with 20+ vehicles. We need to represent a more professional but still modern, clean and fresh image with our icons. We would like to use the following image below to indicate the format of the icon. That is, we would like an OptiFleet blue (100,0,0,0) background square with rounded corners, and the silhouette of relevant images in white. We have provided our preference for the images to be used to represent each of the Seven Pillars of Fleet Management Excellence.

We would like there to be strong continuity between all of the icons in terms of line weights used, balance of silhouette sizes etc. You can either decide to use a single image on the background, or to work the suggested images below in to a simple scene, provided you can achieve this without the design looking cluttered.

We are looking for simple, modern, clean, professional, but not boring and overly predictable… Something that ties in with our logo and business cards.



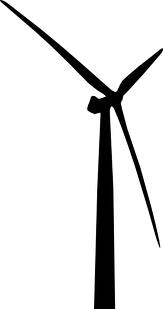
**Pillar 1 – Reliable**

We explored the notion of a clock for reliability but some of our voting poll felt that this didn’t adequately represent vehicle reliability. Instead, they felt we needed to represent something that wouldn’t break. We have therefore suggested a chain link.



**Pillar 2 – Sustainable**

We have chosen the wind turbine for sustainability because it has clean lines and is strong but still elegant. You could play with using multiple wind turbines if this works better for the balance.



**Pillar 3 – Compliant**

We have chosen the tick in a circle for simplicity. We played with the thumbs up symbol in our last brief because we thought this made it relatable but this did tend to translate as “cheesy”. We don’t mind if the tick is inside a circle or a box or something else, but we do like ticks that are shaped like this, i.e. tapered at the top end and not slanted too far to the right (otherwise it looks too much like a Nike symbol).



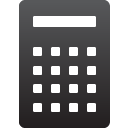
**Pillar 4 - Safe**

As per our last brief we will stick with a road cone for Safety as this resonated well with the target audience and our voting panel.



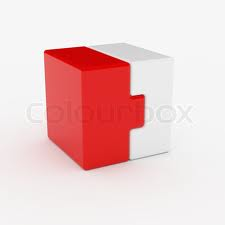
**Pillar 5 – Economic**

We would like to use the calculator for our Economic icon now. The coin pile and money will be too complicated for the new aesthetic and we felt this was a less cheesy option. The example in blue below is a bit chubby-looking, you’ll need to play with this to give continuity with the strong elegance of the wind farm.



**Pillar 6 - Suitable**

We previously played with the idea of puzzle pieces fitting together. We’d like to carry on with this theme, although we feel the example below represents a slightly more professional concept of two things fitting together, than a jigsaw puzzle did. We prefer to see two objects fitting together than multiple objects fitting together because this pillar represents our finding the right car to meet the requirements of the person driving it.



**Pillar 7 - Transparent**

We previously played with the concept of the magnifying glass but this wasn’t received overly well by the voting panel who felt this didn’t represent the concept of having a complete view of your entire fleet. They felt that an all-seeing eye was a better representation of the concept. We are not interested in seeing the Eyptian All-seeing eye used here as we think it won’t translate as professional, but would like a representation of an eye in some form.

