

TrainerBay.com

The Requirement

This project is for a **company Logo**.

A section of the Logo will be used to create an App Icon.

The company

The business is a hiring platform for freelance corporate trainers. Employers from medium-large corporations will be expected to use this platform to source subject matter experts to train their staff on all disciplines.

Think linkedin / Facebook, but specifically for freelance corporate trainers.

E.g. Business Management trainers, Finance trainers, Project Management Trainers, Communications skills, Sales skills, HR skills etc.

VISION

A platform where freelance trainers can connect with each other, find training opportunities, use bespoke tools and be contacted for training jobs.

MISSION

A platform which **empowers freelance trainers** to market and sell their expertise to the widest possible audience

TARGET AUDIENCE

Professional Trainers, Instructors, Coaches, Subject matter experts, Consultants

Estimated Age Group: 40 – 65

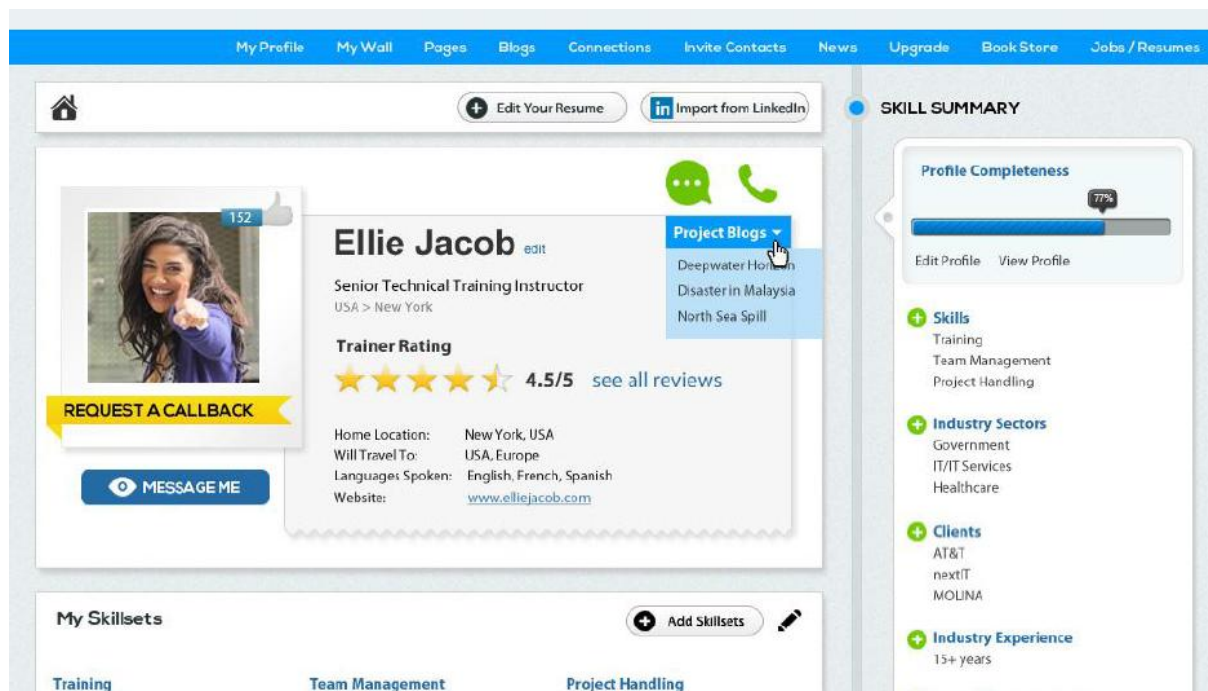
Locations: Global (In order: UK, USA, Europe, Middle-East, Asia)

TRAINER ATTRIBUTES

Highly skilled subject matter experts are more likely to be of mature age between 45 and 65.

Being contacted can be likened to being 'headhunted' for work or interviewed without the need to undertake any dreaded sales, marketing or job applications.

Screenshot of an (early version) of TrainerBay



The existing color for the site header is: #0099FF (HTML5).

The logo should:

Fit into the page colour scheme.

Be clean in design (not highly detailed)

Meaningful – a picture which identifies what the site does / or is unique in some other way.