**Smith Freed & Eberhard - 2014 Logo Re-design**

**OBJECTIVES:**

Smith Freed & Eberhard is looking to refresh our logo and branding efforts. Our major objectives in this project are to:

1. Portray a slightly more modern feel to our brand (we are also in the process of overhauling our website.)
2. Switch to a layout that will translate better across multiple mediums and channels. The proportions of our current logo make it quite long, and in certain instances difficult to work with and place into a cohesive design.
3. Eliminate the “&”. New logo should use the brand name Smith Freed Eberhard.

Here is our current logo and tagline:



**CONSTRAINTS:**

There are some constraints like we would like to be honored in this project. While we do want a new look, we do not want to completely give up the identity that has been established over the last 25 years. Please reference our Brand Guidelines in addition to these constraints.

1. Coloring: we currently use the following palette in our marketing efforts

Primary color - SFE Blue

Pantone solid coated 7461C

PMS 3005

RGB 0/130/200

CMYK 83/40/0/0

0082c8

Secondary color – SFE Green

RGB 177/192/73

CMYK 35/11/90/0

**SUGGESTIONS:**

Naturally, we have a couple ideas about what we envision for our new logo. Here are a few of our ideas that you can work off of when designing:

1. Shape: The long narrow rectangle just isn’t working. We think a circular presentation, or perhaps a square, would achieve a more modern appearance and function better in multiple executions (ads, t-shirts, books, whitepapers, etc.)
2. “Slashes”: There has also been an idea of using slashes to break up the names, for example

Smith / Freed / Eberhard

**DELIVERABLES:**

1. Multiple files of the new logo need to be prepared and delivered are:

* Smith Freed Eberhard logo and name
* Smith Freed Eberhard P.C. logo and name
* Smith Freed Eberhard logo only
* Smith Freed Eberhard P.C. logo only

1. EPS files of all artwork