1. **BASIC INFO:**

Remedi(y) Development Group is a specialist land development company. Our business is solely focused on ‘turning liabilities into assets’. Thus, our business identifies prime parcels of land (that have been contaminated in some form) and help to ‘unlock’ the lands’ value through remediation and rezoning. We then sell the rehabilitated and revitalised land to property developers, who can develop the site and enrich the community.

Our name – Remedi(y) alludes to ‘Remediation’ and providing a ‘Remedy’ to the contaminated land.

**Brand Vision:**

‘Australia’s premier organisation for the remediation of and master planning and construction of contaminated land sites’

**Brand Mission:**   
‘Turning liabilities into assets‘. Remedi(y) recognises the intrinsic value in land often deemed ‘too hard’. We are committed to delivering socially responsible and environmentally sustainable solutions that enhance the environment and provide better places to work and live.

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| --- | --- | --- | --- |
| **Personality** | **Values** | **Rational Benefits** | **Emotional Benefits** |
| Professional  Honest  Knowledgeable  Committed  Innovative  Efficient  Pragmatic  Productive  Successful  Visionary | Effectiveness  Commitment  Knowledge  Care  Integrity  Community  Sustainability  Relationships  Communication  Collaboration  Growth  Honesty | * Turning a liability into an asset * Expertise in contaminated land and groundwater and efficient remediation * Master planning and construction of ‘wasted space’ * Rejuvenation and revitalisation of contaminated spaces | * Enhances the community * Provides peace of mind to all local community stakeholders – councils, neighbouring property owners/dwellers * Knowledgeable and competent in our abilities * Better outcomes for all stakeholders - investors, developers, governments, community |

1. **PROJECT OBJECTIVES:**

To create a logo that resonates our mission and is reflective of our personality & values.

We intend to reuse the logo alongside the site name for each of our development projects –  
so the logo will need to look good both as our full name ‘Remedi(y) Development Group’ as well as in the singular use of the name ‘Remedi(y)’ with a (project location) next to it;   
I.e., Remedi(y) Epping

1. **LOGO REQUIREMENTS:**

Logo should have our full name (though Development Group doesn’t have to be as large as Remedi(y).) This may be in conjunction with a design element or not.  
 Prefer the use of Red and Blue in the logo; however, open to alternatives.

1. **DISTRIBUTION:**

Keep in mind that this will be used on a website, business cards, letterhead, and all communications material – and thus it needs to be legible across all mediums.

1. **FINAL OUTPUT:**

.Ai or .EPS files, .jpg and .png

Also require the font files used to create the logo.

1. **CREATIVE CONSIDERATIONS:**

Deadline Aug 8