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| **Logo Brief for Inner Loop Electrical** | |
| **Type** | Logo for Inner Loop Electrical  About Inner Loop Electrical: A small business that services electrical work for domestic, commercial, access control and security |
| **About / what it will be used for** | This will be the main branding for Inner Loop Electrical – It needs to be updated |
| **Application / program** | All letterheads, business cards, invoices and emails |
| **Target Market** | General Public, Builders, Contractors, Staff, other Tradesman |
| **Specs** | Please use red, grey and black as the main colours |
| **Fonts:** | Please feel free to update the fonts used for the logo, please choose however something very simple to read. |
| **Design / Items Needed & Text** | Text:  Inner Loop Electrical  Providing quality electrical service in domestic and commercial industry  Please feel free to change the star – It would be good to have an image linked with electrical products.  Such as:   * Wires * leads * PowerPoints Lights * Fans   Branding: It needs to look professional rather than fun and amusement |