**Renfrey Plant Hire Contractors – Logo Design Brief**

**Project Type** Logo Evolution

**Task Outline** Enhance the existing logo design

**Task Description**  Our family business was established in 1974 hiring major earth moving and construction equipment (plant) with and without operators (called ‘Wet and Dry Hire”) . The current logo is well recognised within the South Australian equipment rental market. The logo is featured on all equipment, service vehicles, uniforms, communications and our website ([www.renfreyplanthire.com.au](http://www.renfreyplanthire.com.au)).

**Background** The Company’s new Management Team would like to see an evolved logo that replaces some of the old fashion fonts and styles that currently exists.

**Purpose** The revised logo will spearhead a new marketing and communications strategy to grow existing and emerging areas of the business whilst still capitalising on the extensive brand recognition we have in the industry. The aim is to refresh the brand and implement a more sophisticated CRM program to enhance our client’s experience.

**Current Logo**

**Revised Logo Text** Renfrey

**Logo Styles of Interest**

**Deadline** Friday, February 18, 2011

**Target Market(s)** Our clients are predominately major civil contractors, quarries, Government infrastructure departments and mining companies.

**Requirements** Blue text (Renfrey) and white background

**Nice to Have** Yellow. Options with ‘Plant Hire’ and ‘Plant Hire Contractors’