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| **Logo Brief** | **Client**: Seligro Pty Ltd | **Date:** 1 October 2014 |
| **Background** | Seligro Pty Ltd is a new company set to launch in October 2014. Seligro has tasked itself with helping medium sized businesses simplify and optimise their processes. Additionally Seligro will provide advisory services on strategic level plans. Ultimately, Seligro is about delivering growth for it’s clients.  Since Seligro is a new organisation it is important that prospective clients; feel that Seligro can be trusted, feel confident in it’s ability to deliver and see it as reliable and supportive partner in the delivery of their business goals. | |
| **Objective** | Design a logo that can be used across all communication touch points, including but not limited to:   * Web page * Letterhead * Business Card | |
| **Design Considerations** | Logo should communicate the following features and qualities:   * Growth * Trust * Confidence * Reliable * Supportive partner   Some thought starters include:   * Smile * Tick * Graph suggesting growth * Process Swim Lane * Pinnacle * Horizon * Progress   It is also worthwhile considering what Seligro is not. It is not: | |
| **Mandatory Inclusions** | Business name: Seligro  Tagline:  Colour: Blue (synonymous with industry) | |
| **Deliverables** | 1. Logo with tagline 2. Logo without tagline 3. Full colour version 4. Black & White Version 5. Reverse version   File formats: eps, ai, …… | |
| **Budget** |  | |
| **Due Date** |  | |