


Threesides – Logo development Brief

Business Name:	Sales Results Australia
Designer	99 Designs project
What are we doing?	Design a new logo for Sales Results a startup Sales management and training business that can be applied to a business card and website to establish the foundation communication activities of Sales Results.
Type of Business What does your business sell or do?	<p>Canberra based, aim to increase sales for individuals and businesses, dynamic, successful, innovative, fun, supportive, services include training, coaching and outsourced sales support.</p> <p>female director,</p> <p>Benefits:</p> <ul style="list-style-type: none"> • Expert assistance to improve skills and sales; • Save money as not employing additional staff; • Quickly capture sales opportunities; • Test a new product/service without distracting current in-house sales team • Quickly gets you out demonstrating your product or service to those who agree to meet with you; • Expert assistance to support and improve your skills; • Structured education which enhances the skills and knowledge of those wishing to sell a product or service; • Straightforward skills which can be applied on the job
How Long have you been in operation?	new
THE OBJECTIVE What specifically do you expect to get from this logo?	So people can associate the image with what the business can deliver and what it does. Should be unique, interesting.
ESSENTIAL MESSAGE In one sentence, what must we communicate?	Getting better sales results for you
THE CONSUMER - Who are we talking to? What is he/she like?	<p>Target Market:</p> <p>SME owner/operators</p> <p>Managers, Team Leaders</p> <p>Front line customer service staff</p> <p>Sales Reps, Account Managers, Business Development Managers, anyone involved in sales</p>
THE PROPOSITION -	There's help at hand in achieving their sales goals. I can help them build

<p>What single idea would you like the logo to show?</p>	<p>good relationships, have the confidence and knowledge of how to sell successfully.</p>
<p>THE REWARD - What feeling do we want consumers to think they would like to get from this logo?</p>	<p>Professional success and recognition from their business. Relief in knowing that expert help is at hand. Greater revenue = increased income.</p>
<p>THE MANDATORIES - What elements must go in? Legal requirements?</p> <p>What colours are "musts"? Corporate colours (if any)</p>	<p>Growth, Joy, Satisfaction in success (big or small), keep on going, Learning, Winning, Achievers, Energy</p> <p>Fire Engine Red</p>
<p>DON'T GO THERE - Is there any image, graphic or style you don't want to see in your new logo?</p>	<p>Harsh angles, dollar signs</p>
<p>THE STYLE - What logo styles do you like? Name your favourite examples of well known logos, eg Nike, VW, Apple, Yellow Pages, Google, BHP, etc.</p> <p>What do you like about them?</p> <p>I like the arrow going up, circles which show growth and evolution.</p>	
<p>Marketing - What marketing applications for your logo do you have in mind?</p> <p>Please select only the categories you will use.</p>	<p>Print: <input checked="" type="checkbox"/></p> <p>Brochures: <input checked="" type="checkbox"/></p> <p>Web site: <input checked="" type="checkbox"/></p> <p>Email signature: <input checked="" type="checkbox"/></p> <p>Press: <input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>Signage: <input checked="" type="checkbox"/></p> <p>clothing: <input checked="" type="checkbox"/></p>

	Other:
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