

## LOGO DESIGN BRIEF

### -Premium Package-

Please delete the answers and reply as detailed as possible. The answers are for you to see how to complete it.

1. Which are the company Name and Tagline (if you have one)? Don't really have one. Driving Different? DOT Made Simple? Sent you an attachment with some tag line ideas.
2. How would you describe your company (and the services/products delivered by you)? Bold, fast moving, all about winning and being successful. Follow us and we will take you to the promised land of running a great trucking company. We are solving problems for trucking company owners.
3. Who is your target audience? And how would you like them to perceive your company? Owners of trucking companies in North America. There are about 1.8M trucking companies. Logo should probably incorporate something with a semi truck, a road. I want to convey what we do which is coaching and consulting. We help educate them on DOT compliance, risk management and insurance.
4. Do you have any color or font preference? Black, white, silver and orange was our original thought on outside color. It's synonymous with safety in trucking but we also don't want people to be scared of that color where it's not attractive. Open to color options that you think look good.
5. Which Logos Resonate with You?

Please let me know if you have any specific ideas in mind or references/sample logos that you

Like.

6. Who are your main competitors? I think I sent you the links to our main 5 competitors. Not sure there really is a whole lot of competitors doing online courses. The logo could incorporate the feeling of Safety or education and learning. Our company is about DOT consulting, helping companies be safer on the roads, have fewer accidents, and Lower their cost of insurance which they can only do by listening to our program and learning how to be safe.
7. What message should your Logo convey? Trucking Wins is a company that you want to partner with if you want to own and operate a successful trucking company. If you want to compete with the super large trucking companies and get the same education and assistance then you need to be a part of a WINNING strategy. Our strategy.