



Logo re-styling + website

Deadline: 30.04.2009 23:59 GMT

Brand: elba

Sector:

Country:

Category: Design : Logo, Web

Published: 14.04.09 11:20 GMT

Budget: \$1 168

Status: Closed

Language of Solutions: English, Italian

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

We are the latest born company in the world of insurance, primarily dealing in the field of surety.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

Logo restyling and creation of the visual skin of a new website.

We recommend that the logo will look as an evolution of the current one and possibly will maintain some elements such as star/s, "E" letter, blue color.

3 Step Target Audience

[who should you influence ?]

Insurance Agents and Brokers who:

- ∞ want to have a dialogue with companies which attentive to change, have a strong orientation for innovation and seek excellence;
- ∞ are looking for concrete solutions to the more complex needs.

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

Elba Assicurazioni represents the ultimate, faster and more advanced way of providing surety bonds and public works insurances.

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

Thanks to a complete range of surety products and services, including bid, performance and retention bonds; VAT refund bonds; building licenses; custom duties bonds; all risks insurance of public works; other complementary services.

6 Step Character

[what are the features that define the personality of the Brand ?]

Innovative, technological, flexible, attentive to clients' needs.

7 Step Media Plan / Placement

[where will your work appear?]

The restyled logo will appear on all corporate offline and online materials, with a special focus to its application on the website.

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

We accept presentations in any form which should mandatorily contain visuals and written description (.ppt, .doc, .pdf, .jpg, etc).

Do's/must:

We need to receive minimum 2 pages of the new website which will deliver a new look and personality, using the restyled logo.

Page 1 - Home/landing/welcome page, containing:

- ∞ Logo
- ∞ Claim: Technology in Service
- ∞ Clickable headers:
 - Our Business
 - Our Partners
 - Our Services
 - Our Products
 - Digital Signature
 - Contact us

Page 2 – Our Products page, containing:

- ∞ Bid Bonds
- ∞ Performance Bonds
- ∞ Guarantees on Supplies and Services for public and private entities
- ∞ Guarantee VAT tax refund
- ∞ Building Licences Bonds
- ∞ Custom duties
- ∞ Constructor's All Risks public works insurance