



# LAMPO - INNOVATION MADE IN ITALY

Deadline: 30.12.2009 23:59 GMT

Brand: lampo

Sector: Clothing & Accessories

Country: Italy

Category: Design : Logo, Graphic Design; Specific Creation : Illustration

Published: 30.11.09 10:50 GMT

Budget: \$800

Status: Closed

Language of Solutions: English, Italian

## 1 Step Brand Builder

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

LAMPO is an Italian producer supplying a wide range of zippers to top quality makers of garments, bags and accessories. It has been present on the market since 1887 and today the company's production experiences full vertical integration while all the manufacturing process is completed in Italy.

LAMPO offers an exhaustive product range which is constantly updated to meet the latest fashion trends. Our business is governed by the our core values: reliability, flexibility and open-mindedness.

## 2 Step Project Objective / Description

[ what is the Brand Builder looking for ? ]

We are interested in restyling our current logo. The new design should emphasize that our **production is 100% made in Italy for more than a century.**

We want our new logo to transmit **LAMPO's Italian origins** and the **year of its foundation** (1887) while underlining our insight for the future.

We would appreciate the presence of the Italian flag or its colours. However any icons, elements or traditional symbols that envision the Italian style are welcome. The artist is free to re-design any settings, colours, effects, editing and so on while **the current arrow and lettering must be kept.**

## 3 Step Target Audience

[ who should you influence ? ]

We aim to impact positively with our new logo the following categories representing high quality brands in the garment, fashion or accessories (bags & shoes) industries:

- ∞ Designers
- ∞ Producers
- ∞ Heads of purchasing departments
- ∞ Product managers

## 4 Step Proposition

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

We wish to communicate and highlight that LAMPO products are manufactured integrally in Italy and that we are a traditional company with a long history. In a nutshell - **Made in Italy since 1887**

## 5 Step Support

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

Lampo is a reliable partner because of the following aspects:

- ∞ We have a long history and we are always keeping pace with the latest fashion trends
- ∞ Our product range complies with the highest quality standards and enjoy first class Oeko-Tex Standard recognition
- ∞ We conduct an intense R&D activity to continuously improve our products

## 6 Step Character

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

- ∞ Tradition and innovation
- ∞ Fashion and reliability

To learn more about us please visit [www.lampo.eu](http://www.lampo.eu)

## 7 Step Media Plan / Placement

[ where will your work appear? ]

Logo will be present on all our corporate communications, including our Website and coverage in any technical newspapers.

## 8 Step Additional Executional Elements

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

We have attached:

- ∞ traditional logo (in grey)
- ∞ trial logo with the Italian flag (to be considered only as an example)

Please note that the outside circle is NOT mandatory. It is important to start the new design from our registered grey logo. The grey colour is NOT mandatory.

## Attachments

246673/0000.jpg	225.22 Kb
246673/0001.jpg	113.65 Kb
lampetto grigio 80.eps	195.87 Kb