



New logo for a detective agency

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Brand: Axerta SpA
Sector: Finance & Insurance
Country: Italy

Category: Design : Logo
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Budget: \$1 200
Status: Closed

Language of Solutions: Arabic, Chinese, Dutch, English, French, German, Hebrew, Hindi, Indonesian, Italian, Japanese, Portuguese, Russian, Spanish

1 Step Brand Builder

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

Axerta is a detective agency that has been operating in Italy since 1963.

In an Italian context of about 3,000 private detective licenses (99.9% of which are single private investigators), we are the first stock company to deal specifically with investigations that can be entered as evidence in court (changes to child-support payments, firing for just cause, absenteeism, child custody, documenting unofficial work activities, etc.).

Axerta's corporate structure allows us to operate and coordinate activities throughout Italy, which is far beyond the capacity of a single investigator or small detective agency.

The name Axerta refers to the action of ascertaining behaviors and situations.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

Axerta wants to make its brand more recognizable through a stronger promotional effort.

To distinguish us from the competition, the text "SpA" must be included in the logo.

The logo must consist of:

- ∞ the text "Axerta SpA", which can also be used alone;
- ∞ a descriptor that can be used with the word "Axerta" to clearly convey what we do. The descriptor must pleasantly integrate with the word "Axerta";
- ∞ a graphic element or character that can also be alone.

3 Step Target Audience

[who should you influence ?]

Investigative services can be requested by attorneys, companies or individuals.

The end-user is older than age 30, with a medium to high income and the possibility of spending at least 1,800 to 2,500 Euros to solve a problem.

4 Step Proposition

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

The target must understand that Axerta is a well organized and reliable company that handles investigations.

Axerta's values are transparency, legality and legal competence.

5 Step Support

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

Axerta has 47 years of experience in handling investigations. It has established relationships with the most prestigious legal offices and multinationals in a wide variety of sectors.

Axerta's team includes attorneys who participate in the consulting phase and supervise the drafting of investigative reports so that the only activities conducted are those with a positive cost/benefit ratio for the client. Our service conforms to the highest quality standards.

6 Step Character

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

Transparency, Legal Competence and Legality, orientation towards results, concreteness, best consulting, structure and capillary coverage of the country.

7 Step Media Plan / Placement

[where will your work appear?]

The logo will appear in all forms of Axerta communication.

8 Step Additional Executional Elements

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

Proposals must not use graphic elements common to other sector operators such as badges, magnifying glasses or hat and pipe, which are linked to the historic imagery of detective agencies. Axerta wants to distance itself from the "traditional" private detective.

Proposals will be accepted in the following formats: pdf, AI.